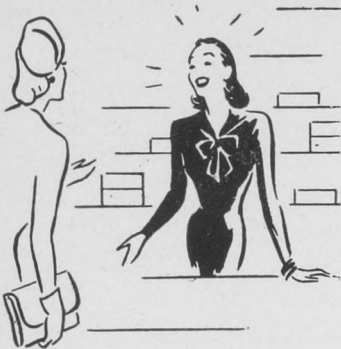


Contacts...

OCTOBER
1948





"I Enjoyed My Shopping at EATON'S!"

Do you know about the facilities offered by the Shopping Service to EATON Customers?



There is no job more important for the welfare of the people than running a great store with efficiency and an over-all spirit of friendliness. The highest ideal a business can have is that of service. Therefore as Eatonians we can, by our activities, help to make the world a pleasanter place in which to live.

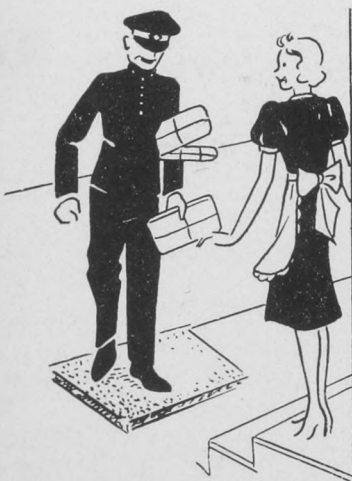
Let us aim to be alert, friendly, efficient—to bring pleasure to each purchase—to make our customers say with enthusiasm: **"I enjoyed my shopping at Eaton's!"**

To be helpful and efficient we must know about the store's various services. For example:



Are you familiar with the facilities offered by our shopping service? Did you know—

1. That all orders coming to the Company through order boxes, both in the city and beaches, or picked up by drivers, are written on sales checks and delivered to departments for filling on the day of receipt? Special attention, of course, is given to any detailed instructions received from customers.
2. That our drivers supply Shopping Service order forms on request?
3. That all orders received by the mail order for city merchandise are attended to by special shoppers?
4. That customers wanting help to shop may obtain the services of a special shopper to go around the store with them and give them the help and advice needed?
5. That interpreter service is supplied to all departments on request?
6. That orders for overseas receive special attention?
7. That orders for other Eaton stores may be transferred through the Shopping service?
8. That picnic and Christmas tree orders are attended to with special individual wrapping of each item?
9. That prizes for bowling clubs, bridge clubs, etc., will be selected?
10. That a call to the Shopping Service will look after customers' requirements from all departments of the store?



Familiarize yourself with the services listed, so that you will be in a position to refer customers to the Shopping Services, needing the special attention as outlined.

Thank you, Eatonians!

Our Warmest Congratulations to . . .
MR. and MRS. R. S. McCORDICK!

Winnipeg Eatonians join in extending warmest congratulations and best wishes to our general manager, Mr. R. S. McCordick, and Mrs. McCordick who, on Wednesday, September 15, celebrated their 35th wedding anniversary!

There's a Thrill in It!

There is a joy in seeing a great organization like Eaton's at work and there is a joy in being part of it!

In this issue *Contacts* presents two current activities of our Company . . . each widely different, yet each reflecting a common purpose—service to our customers . . . reflecting, too, the enthusiasm, the energy, the broad capabilities of the Eatonians who created them.

Commencing on page eight there is a glimpse of the "Eaton's of Canada" display at the Canadian National Exhibition—a truly magnificent presentation that was viewed by hundreds of thousands!

On pages twenty-two and twenty-three is the story of our great Trans-Canada Sale that means so much to Canadian homes.

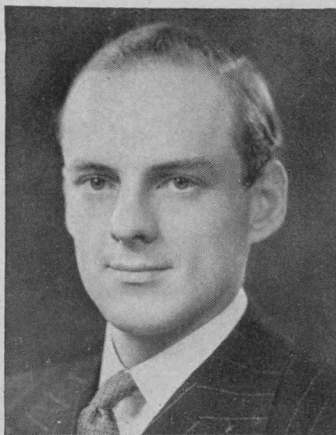
Yes, there is a joy in being a working part of a big organization . . . a feeling of pride and loyal co-partnership in its achievements!

We like the legend that was beautifully lettered on a glass panel fronting this Company's display at the Canadian National Exhibition:

"Over three-quarters of a century of serving the public in one of the most favoured lands on the face of the globe! Eaton's greets the future with a sense of high opportunity and mighty responsibility. . . .

"Eaton's is closely interwoven with the story of Canada. A department store comes very near to the heart and history of the community it serves!"

Honoured



G. M. Eaton, M.B.E.

Mr. Gilbert M. Eaton, director, was among the forty-one Manitobans who were presented with awards by His Excellency Viscount Alexander of Tunis, Governor-General of Canada, at an investiture held Saturday afternoon, September 18, in the Government House.

Mr. Eaton was awarded the M.B.E. for meritorious service with the Air Cadet League of Canada since its inception. He has been chairman of the Manitoba branch for over five years.

The Department of National Revenue Advises That
REFUNDABLE SAVINGS CHEQUES
WILL BE MAILED MARCH 31, 1949

Are you one of the 2,250,000 Canadians who will receive a refundable savings cheque on March 31, 1949?

You are! Well, don't forget, if you have moved or changed your name since 1943 you should go to your post office and obtain a Refundable Savings Change of Address Card and mail it at once (postage free). You should do this even if you mailed one of these cards last year. If you haven't moved or changed your name since 1943, your cheque will come to you in the mail before April 1 next. To assure the earliest delivery of your cheque, be sure to mail this Refundable Savings Change of Address Card before October 31.

RECENT APPOINTMENTS

Winnipeg

Department W227—Toys and wheel goods:
 MR. J. LINDSAY, head of department.

Calgary

Department C252—China and glassware:
 MR. W. C. MOFFATT, assistant.

"FOUR QUEENS . . ."

(Contacts Front Cover)

Belle Nellis (radios) stands beside the prize-winning gladioli exhibits which were judged in Eaton's seventh floor assembly hall late in August. The tall beauties posing with the charming Belle, are the grand champion gladiolus, the reserve champion and the first prize winner—truly four beauty queens!

"What Blesses One, Blesses All"

Following is a gracious tribute from a freelance writer, Miss Jennie A. Russ, a good neighbour from Michigan City, Indiana, U.S.A.

"On my way to Winnipeg recently, I took a picture of your rest house at Emerson. The more I think about it, the more impressed I am with the altruistic value of the place. It seems to me it exemplifies the adage 'What blesses one blesses all.'"

"It must be that many people see the name EATON for the first time here and probably most of them would never see one of your ads in a newspaper."

* * *

Thank you, Miss Russ, on behalf of our fellow Eatonians. Your compliment so charmingly expressed makes us proud and happy to be of service to the traveller within our gates.

"HOUSE OF LONGSTAFFE"

In the midst of a world troubled with the shadow of war, suspicion and fear, when countless thousands of children are still without homes and the love and protection of family life, it is heart-warming to see this large family group pictured below gathering together to celebrate their diamond anniversary as the "House of Longstaffe."

Mr. P. H. Longstaffe (seated, third from left), head of department, mail order dress goods, is well known among Eatonians across Canada.

The "House of Longstaffe" first originated in 1868, when Edwin and Lottie Longstaffe were married in London, England. They came to Canada in 1903 and settled in Toronto with their five children. On Tuesday, September 7, forty-two descendants of the couple held a family reunion in the Fort Garry Hotel. This unique family group first officially organized itself as the "House of Longstaffe" ten years ago at the golden wedding anniversary of Edwin and Lottie, who have since died. For this year's reunion, members gathered in Winnipeg from Vancouver, Toronto and New Liskeard, Ontario.



JOAN PICKARD WINS GRAND CHAMPIONSHIP

*Captures award for
Junior Judging of Light
Horses at 69th Canadian
National Exhibition
Toronto*

Winnipeg's own Joan Pickard won a prize of \$200.00 and first place over thirteen other young men and women from seven provinces in the inter-provincial junior judging class for light horses at the 69th Annual Canadian National Exhibition, Toronto. The junior judging class for light horses is something new at the exhibition and the idea is to introduce younger blood into the judging ring.

"My pleasure in winning is not so much for myself," declared Joan, "as the honour it brings to my Province."

Daughter of our store superintendent, Joan has been riding since she was five years old. A skilled horseman, her dad has also carried off many laurels in the show ring—so Joan may be said to be "doing what comes naturally." Joan hopes to have her 13-months-old American-bred stallion ready to show at the Royal Winter Fair.

Congratulations, Joan, from a host of friends around Eaton's—and good luck at the Winter Fair!

SEPTEMBER 9 A BIG DAY FOR . . .

McNEILL and McGURK

Two highly popular "Macs" celebrated three decades of Eaton service on September 9th. To wit: Mr. Sam H. McNeill, head of department, economy homefurnishings; and Mr. R. L. McGurk, first assistant, mail order drugs.

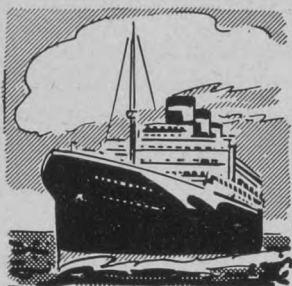
Both were presented with gifts as a token of affection from their associates. The jovial Mr. McNeill received a mantel radio, while the McGurk's "loot" was a nest of tables. "Just what the wife wanted and ever so much appreciated," said Mr. McGurk. "But," he added, "they were crazy to give us such a grand gift!"

Upper Left—Sam McNeill's 30th is marked by shamrocks and spuds. Inset—Mr. Ken Barling makes a presentation.

Lower Right—The mighty McGurk was "bowled over."



How Eaton's Shops The World



Contacts presents the first of a series of articles, currently appearing in the *Toronto Globe and Mail*, and edited by "Flash" for our readers who would like to gain a better appreciation—and to have a permanent record—of our Company's world-wide activities.

It's a big thing to go three hundred thousand miles for socks and sweaters, pots, pans and pianos, yard goods and Paris fashions . . . but it's part of the service at Eaton's.

Away back in 1877 Mr. Timothy Eaton went to Europe to buy his first imported millinery and mantles. In 1893 we made further merchandising history when we opened our own buying offices in London, and five years later we established another in Paris . . . today we have our own buying offices in London, Paris, Belfast, Manchester, Leicester and New York . . . all sending in day-to-day reports of market conditions, and greatly speeding and simplifying the delivery of goods from Sheffield, Coleraine, Lyons, Trondheim, Delhi, Rio . . . to Eaton's and our customers.



Eaton buyers are on almost every train to leave the railway station . . . on nearly every passenger boat that leaves these shores. It has been said that the sun never sets on The British Empire or on an Eaton buyer! And you can see the results of our buyers' travels any day throughout the Store. You can see an all-wool motor rug (authentic Scotch Tartan 54 inches square) that began life on an Australian sheep and that was clipped, combed, dyed and woven 'way below the Archipelago. You can see 17 different blends of tea shipped in from the tea terraces of the Himalayas, of Ceylon, British East Africa and China, and blended and "fired" by our own tea-taster who got his apprenticeship training in Mincing Lane of London. Our very best handkerchiefs began as flax, growing in the green fields of Ireland, woven on the big looms of Ulster, shipped to China for embroidery, sent back to Ireland to be finished and then freighted to Eaton's! The biggest and best of our emeralds come from Colombia, and our pigeon-blood rubies from Burma, some of our simulated pearls are molded in Spain and strung in Toronto . . . and right now we have a very good collection of costume jewellery from Czechoslovakia. We think the Venetians are most skilful, the way they "layer" Venini glass . . . and we consider Orrefors of Sweden to be outstanding crystal makers.



We've found Australia to be a good source for chamois but prefer Switzerland for watches. Our buyers still jog along on horseback into the hills at the back of India for fine and unusual rugs. But we fly our French dress collections here by plane . . . we've been doing so ever since the first post-war showings.

It takes ox-carts, burrows, saipans, mules, trains, steamships and aeroplanes . . . a regiment of buyers and an itinerary of thousands upon thousands of miles to shop the world . . . but it's part of the service underlying the tremendous assortments that make Eaton's Canada's shopping centre.

* * *

Our china and glassware buyer regularly trades with twenty-two different countries . . . this spring he visited fourteen of them in search of unusual, outstanding assortments.

He and the mid-winter gales crossed the Atlantic at the same time . . . our buyer destined for Staffordshire, the heart of England's china trade. You'll notice that English dinner services at Eaton's always include teacups. That's because our buyer has found that Canadians like teacups to match their dinner sets, although the British rarely have theirs to match. And so they're specially ordered, specially made to suit our customers' taste.

He flew next to Norway, across the border to Sweden and South to Orrefors. The craftsmen at Orrefors are highly skilled, creative artists, but, here again, because Canadian and European tastes differ, they welcome the advice our buyer can give them as they all sit down around the drawing board. You can see the results of these meetings in our beautiful, exclusive collection of Orrefors glass (including the pattern King Gustav uses).



HOW EATON'S SHOPS THE WORLD — Continued

Denmark is the source of both glass and china, particularly the lovely muted blue-grey Royal Copenhagen figures you see exclusively at Eaton's. Further south, in Belgium's Waterloo, our buyer has glasses made in deep jewel-like colours that blend particularly well with our exclusive open-stock Russel Wright pottery from the United States!

Then to France and south down the spine of Italy to Volterra for alabaster and on to Rome, then back by plane to Britain and the Susie Cooper potteries. Susie Cooper pottery is moderately priced but so classic in design that it dwells in kitchens, cottages, apartments, mansions and museums.

Our buyer found and brought back cups and saucers in wonderful abundance . . . an early Spode set with hunting scenes that's mentioned with awe in a collector's tax book (we can show you the set and the book) . . . antique Wedgwood in rare one-of-a-kind pieces and sets of Wedgwood's most recent design that's decorated with the newest underglaze colour printing to produce a soft, clear, permanent print. At present this new process is used only on the "Moss Rose" pattern and is sold exclusively to Eaton's in Canada!

It takes a buying circuit of 60,000 miles to match a plate from the United States to a glass in Belgium . . . to bring in eggcups and candelabra . . . picnic pottery and museum pieces, but it's the sort of travelling Eaton buyers are accustomed to and it's one of the reasons for the big, vigorous, exciting assortments at Eaton's.

109 degrees in the shade was the mean, average temperature in that part of India where our rug buyer went shopping for the big, colourful, practical selection of rugs we have right now at Eaton's.

Our buyer flew over the Sahara to Cairo, on to Basra in Iraq where, in the monsoon season they live like beavers—mostly under water! On from Karachi to the foothills of the Himalayas, north to Kashmir . . . by ancient Ford, with a windshield that had never been washed . . . around hairpin turns at break-neck speed for fourteen hours . . . then finished up his journey on horseback.

Throughout India he matched colours (he took sample swatches of shades in demand in Canada with him) . . . checked wool for strength, texture and quality . . . supplied patterns and gave dimensions. That's why rugs in stock right now at Eaton's are in types and colours that follow the current North American furnishing trend.

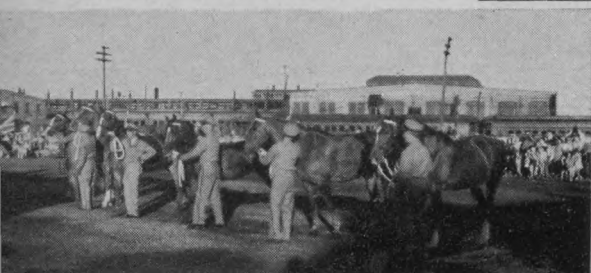
Our buyer found that our Indian suppliers not only maintain their age-old craftsmanship but now make qualities not formerly attempted. For instance, our Indo-Kashan rugs are a reproduction of the Persian types, with their distinguishing rich red and blue backgrounds and deep pile, only much more reasonably priced. The Indo-Embossed-Chinese are a startlingly accurate reproduction of the better-grade pre-war Chinese rugs still unavailable. Brilliant mimics that they are, they also make for us a carpet almost like an artistic French Aubusson in pattern and colour. We've encouraged them to be "modern" too, and they now weave handsome broadlooms to our specifications . . . embossed and figured rugs to our exclusive designs and colours.

Our buyer purchased rugs in the old traditional patterns, rugs fine as tapestries, and very valuable. He also ordered, from Kashmir, the brilliant, practical, low-priced Numdahs . . . embroidered by hand in wool yarn on wool felt.

In one small town in the Srinagar district, his industry was rivalled only by a photographer for the National Geographic Magazine doing an article on Oriental rug making. It has been published, now, in the April issue and features three photos of magnificent rugs being woven on the loom . . . they were Eaton orders and they're here right now in Canada!

(To be continued)





EATON HORSE SHOW DRAWS RECORD CROWD OF 5000

Opening Ceremony by Mr. J. H. Evans, Manitoba's Deputy
Minister of Agriculture

According to the experts, the Annual Eaton Horse Show staged at the Pembina Highway stables on Wednesday evening, August 25, beggared all expectations! The weather was perfect, the crowd far in excess of former years, numbering well on to five thousand, and the exhibits were an all-time high in a stable which has always maintained an extremely high standard in its horses.

With Clayton Tucker as master of ceremonies, it was a great show and the enthusiasm of the patrons knew no bounds. The horse has not lost his appeal to mankind, and the scarcer he becomes in our modern economy, the more he is appreciated, as evidenced by the prolonged and enthusiastic applause. All classes were arranged with a view to the educational value of a horse show.

The grounds presented a lovely picture. Broad, velvety lawns, flower beds laden with bloom in colours and shades which blended perfectly.

The exhibition was declared open by Manitoba's Deputy Minister of Agriculture, Mr. J. H. Evans, who was driven into the grounds by stable foreman Jack Blake behind Soong Chaing and Gold Leaf, a team in the real sense of that word, the equal of which is rarely seen anywhere.

Lauds Company's Interest in Boys' and Girls' Clubs

Mr. Evans declared he had made his first contact with The T. Eaton Company in April, 1906, and had maintained his interest and contact with the firm ever since. In his official capacity he had enjoyed the whole-hearted support of the institution in any undertaking which was calculated to make the Province of Manitoba a better province in which to live. The T. Eaton Company's support of the Boys' and Girls' Club movement, with its many projects, its support of agricultural fairs—in short, almost any worth-while movement—was now an established tradition.

The return of the horse as a means of delivery had been a war-time necessity and economy. "Its popularity is evidenced by the tremendous crowd of people, young and old, who are present at this horse show," declared the Deputy Minister. Indeed, he had shaken hands with two ladies, the one 93 years of age and the other 88.

Judging By Mr. James R. Bell

The classes were placed by Mr. James R. Bell, Live Stock Commissioner, Manitoba Department of Agriculture, and one of Canada's ranking horse judges. His work was followed with great interest. Although all exhibits had a common owner, this in no way detracted from the earnestness displayed in placing the classes.

The two first classes consisted of horses of uniform colour on the line. Greys and chestnuts. Later on in the programme a string of blacks, and also bays, on the line were placed on display. This is a very effective way to display horses and brings to the forefront the value of uniformity in any exhibit. Harness classes completely captivated the crowd.

Following the show, spectators visited the stables, where everything was very tastefully arranged for the convenience of the visitors.

"Clowns, Ice Cream 'n Everything!"

Nor were the children forgotten! Special entertainment was provided for the younger visitors, in the form of clowns, a gaily decorated pony cart and free ice cream. The ice cream van, pulling out into the centre of the ring, created a rush of boys and girls while two attendants were kept on their toes giving away the treat. No ice cream went begging.

Yes sir, it was a grand show and to Clayton Tucker and his committee goes a big hand!

Gold Leaf and Soong Chaing, driven by Jack Blake, stable foreman, took first prize in the delivery team judging. In the buggy event, Soong Chaing again won first place, Gold Leaf came second and Mayling Chaing was third. Drivers were J. Blake, W. B. Pickard and Miss Joan Pickard.

Golden Boy, driven by R. Williams, was acclaimed first prize winner for delivery singles. Lucky, driven by W. B. Pickard, was second and King, driven by J. Currie, third.

Descriptions of pictures on facing page:

Top Row—Left: Mr. J. H. Evans officially declares the Horse Show open. Right: Driver Al Inglis with Lucky receives the first prize ribbon from the Deputy Minister of Agriculture.

Second Row—Left: A section of the huge crowd. Right: Al Inglis with Cordite, Reg Williams with Sailor, Billy Mack with Prince.

Third Row—Left: Small boy, big hot dog! Right: Brad, the lovable clown, brings a round of applause with his side-splitting antics.

Lower Picture—Another view of the record-breaking crowd.

Fourth Row—Left: E. Lagemodiere with Ack-Ack, E. Gaffield with Wren, J. Roberts with Pilot, Reg Williams with Stewardess, R. Lees with Rocket, D. Jones with Glider. Right—"Darby and Joan" in pony cart. Driver Jack Blake wins a first with Soong Chaing.



Seven





"Out of this world!"



At the stately entrance was a plastic globe 6 feet in diameter with the caption "Eaton's of Canada."

"EATON'S OF CANADA"

Was a Superhighlight of the Canadian National Exhibition

Many holiday-bound Eatonians were lucky enough to catch the 69th Annual Canadian National Exhibition at Toronto before it ended on the night of September 11, in a blaze of glory after a record-breaking attendance of 2,612,000!

We Eaton folk seem to be ubiquitous. Vacationing in the east, Contacts was delighted to meet numerous friends from Winnipeg store in that mighty throng at the world's largest annual exposition. All immediately posed the same question: "Have you seen our Eaton display in the Manufacturers' building? Why, it's simply 'out of this world!' It certainly makes you feel proud to be an Eatonian as you stand there and listen to the crowds admiring our exhibits!"

A mere man, we lingered long in this dream world of glamorous fashion and homefurnishing treasures, each so exquisite that we lost all record of time! On succeeding pages are a few scenes from this, Toronto store's superb achievement in the art of display.

Artistic? Definitely! But also rich in suggestions for the discriminating woman of fashion and the home beautiful!

"EATON'S ACROSS CANADA"

Thousands paused before a huge map of the Dominion that enabled one to clearly visualize the scope of our Company's service across Canada. Before this impressive background was a revolving panorama of floats representing in miniature the industrial and recreational activities of each province.

Distinctly marked were the 12 main Eaton stores, 34 branch and C.D.S., three mail order centres, 154 order offices and five factories of our Company across Canada.



Eight



**The Bride—"A
Vision in Satin and
Lace"**

The gowns shown in this utterly lovely wedding scene were designed by "Mari." Two wall displays were used to portray the scene and the background decor was in complete accord with the color tones emphasized in the set.



**The Breath-Taking
Elegance of Evening
Gowns**

Original designers listed were Hattie Carnegie, Norman Hartnell, Mary Black, Alfandri, Francis Jean, etc.



**"The Luxurious Nat-
ural Beauty of
Fine Furs"**

The background here again shows the effective use of frosted glass, the design being sand-blasted for the purpose.



"The Furnishings You Choose For Your Home Reflect Your Personality and Way of Life . . ."

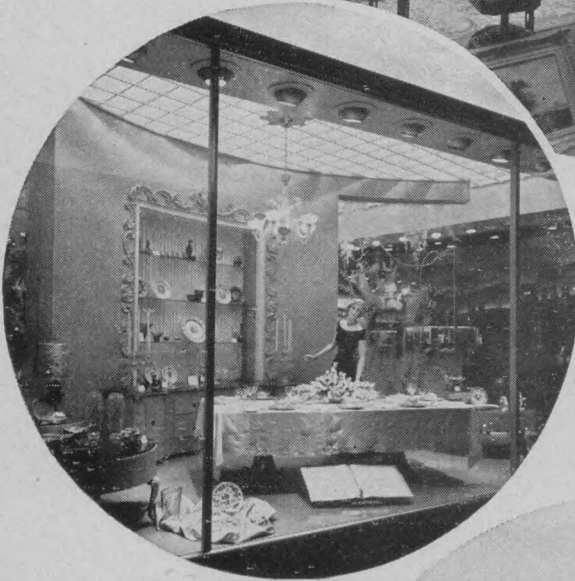
The exhibit of furniture and home furnishings were presented in groups of luxurious room settings. Each featured a collection of fine period pieces, exquisite drapery fabrics and imported accessories from Eaton's College Street.



Treasures From the "Seven Seas" Gift Shop"

A large triangular-shaped unit featured china, crystal, silverware, cutlery and gifts from the "Seven Seas Gift Shop." Pastel green moire formed the background for this artistic showing. Decorative frosted glass partitions separated the displays. Many lingered before an exquisite dinner set in cloisonne valued at \$1,500.00—but oh, how lovely!

The soft, green background and blending floor covering provided an effective foil for the glamorous groupings of furniture and furnishings. Cock-fighting chairs used in the dining-room setting were an unusual note; a Swedish dinette group, with rug and hand-woven drapery fabrics, depicted the modern trend. Aubusson rugs and swag draperies were used in several settings.



Gifts to treasure—treasures to give!



"The Birthday Party" Set

... featured under the caption, "The Store For Young Canada," had a tremendous appeal for all ages. Oh! for color photography to do justice to the big frosted birthday cake—the soft shades of each wee party dress—each gift and favor—the warmth and hospitality depicted in this altogether lovely scene reminiscent of one's childhood days!



Those Alluring Accessories!

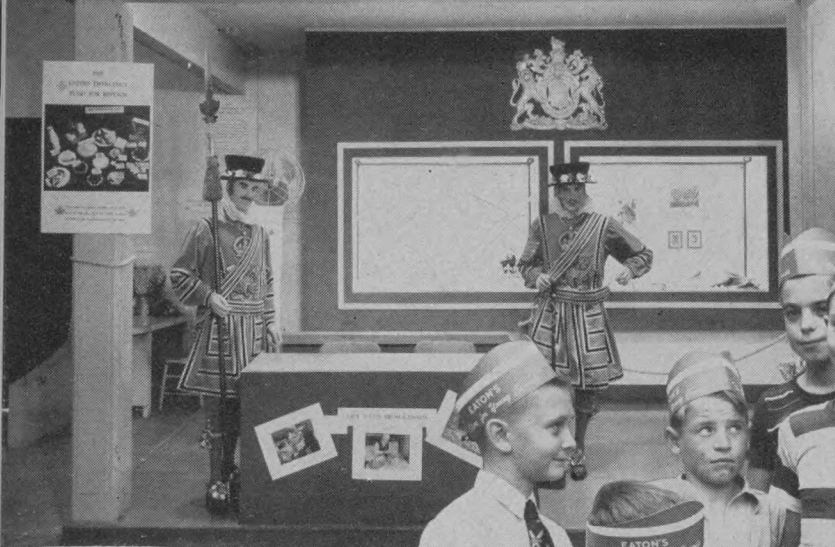
Gracefully displayed in six settings were those all-important accessories. Master glove makers of the Old World sent their finest creations for this exhibit! "The final touch for a romantic evening."



"Choose Your Daytime Accessories to Add Individuality to Your Costume..."

read the caption before these newest trends in costume jewellery.

At Left—
United Emergency Fund
for Britain Exhibit
at 69th C.N.E., Toronto



At Right—"Young Canada"
Day at "The Ex"



Historical Exhibits Presented by the United Emergency Fund For Britain at Canadian National Exhibition

Featuring a collection of historical exhibits (including the Great Seal of England) loaned by the College of Arms, the United Emergency Fund for Britain display was also erected by Eaton's.

The purpose of this exhibit was to stress the fact that today Britain stands in greater need of Canadian assistance than at any time since the dark days of 1940.

The first annual fund raising campaign of this great cause opens November 16. Lady Eaton is honorary treasurer.

"Young Canada Day at 'The Ex'."

Over 75,000 "forage" caps like these in the picture were perched jauntily on the heads of boys and girls at the big Toronto Fair.

They bore the legend "Eaton's, the Store For Young Canada."

Miniature models of the mail order exhibit were attired in fluorescent fabrics. The catalogue cover and various captions were also brilliant with fluorescent colour:

Twelve

"Information Please"

Free post cards with postage were supplied to out-of-town customers by Mrs. Vera Adamson and Mrs. Daisy Calvert who presided over the information booth fronting the Company's display.

Both of these charming Toronto Eatonians have visited the "Gateway City" and know many Winnipeg Eatonians. Indeed, Mrs. Adamson told us proudly that she had spent 23 years in Winnipeg. Nice meeting you, folks!

Recent Appointments

(Continued from Page Two)

Sales audit department;
C.O.D. clerical department:
MR. F. J. SCOTT, head of department;
MISS G. BIRKETT, assistant;
MR. H. CALDWELL, signature.

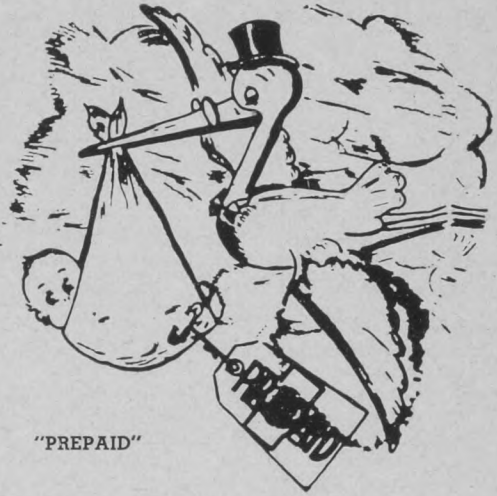
Obstetrical Care . . .

*One of Many Benefits You
Share in*

Manitoba Medical Service

Included in your Manitoba Medical Service contract, in addition to your other medical protection, is complete coverage of the doctor's bill for obstetrical services for all subscribers paying the family rate.

Enrolment in this non-profit community health service is available to all Eatonians at the semi-annual openings of the Eaton group. For further information contact the **Welfare Office**.



"PREPAID"

Protect Your Baby . . .

To give your baby the same protection you enjoy as a Blue Cross member, be sure to notify the Manitoba Hospital Service Association of its name, birth date and your contract number. There is no extra charge for adding your baby. But—the longer you wait the longer your baby waits for Blue Cross protection. **DO IT TODAY.** Cards may be obtained from your staff and welfare department.

Congratulations to

Mr. Isaac Blundell (draperies) who completed 35 years with the Company on September 9. We understand plans are underway to celebrate Mr. Blundell's anniversary at a later date.

Mr. Si Ford (Regina store). Mr. Ford completed 25 years with Eaton's on August 28 when a presentation of a gold watch and Quarter-Century Club certificate was made to him on behalf of the Company by Mr. Harry Maltby, store manager.

Carpets Stage Stag Party

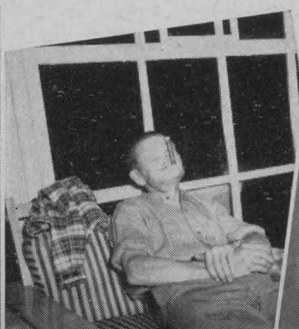
The heavenly fragrance of hamburgers and fried onions (O.K., so you don't like 'em) lingered on the air around the domain of Jephson on Wednesday evening, September 1,—the occasion being a stag for three carpet men who are in the news. Honour guests were Barry Bougher, a valuable and well-loved member of the Bluebirds' Ski Club who has been transferred to Calgary store; Dave Ponser and Ron Williams who have leapt off the bridge of bachelordom into the unknown depths of matrimony (or should it be a "matter of money" as some die-hard bachelor put it?). Anyway all three lads were given a terrific send-off, we're told.

(Too bad, Barry, that your pictures didn't turn out better but Contacts is running the best of them.)

Presentations were made by Mr. H. G. Jephson, supervisor. To Barry a tripod for his camera, and to Dave and Ron automatic electric ironers so that each can help the little woman with the laundry (don't start it, fellows, you'll be sorry!).

Anyway, best of luck to all three!

In the picture you may discern Chefs Jephson and Macnamara doing their stuff; next a cigar trick by Pete Penner; Barry Bougher being presented with a camera tripod by Mr. H. G. Jephson—and a glimpse of the gang.



Tot-To-Teener Fashion Show

Ranging from 21 months to 14 years, models for the children's fashion show in the grill room August 25, 26 and 27 clutched teddy bears and each other for support and modelled fashions like professionals. Commentator was Hazel Cooper (juvenile section). A colorful array of plaids, pastel shades, deep wines and greens for the fall and winter season showed the trend for the fashion-wise teen-ager.

A classic tweed suit is the backbone of a college wardrobe. Suit jackets are boxed or fitted, skirts slim or full, as you wish.

Back interest runs to buttons; turn-about skirts with back flaps, that look equally well front or back. Skirts and sweaters are indispensable to the teen-ager. Two-piece matching sweaters can be combined with plaid skirts, and worn with a jacket featuring a matching plaid hood. This makes a just-right ensemble for chilly rugby games.

Coats for teeners are greatcoats this winter. Hoods are not forgotten on the box style or slim-fitting coats.

For the tiny tots there are bright snow suits, snug three-piecers. Jumpers for the younger set are plaid also.

Little men styles include those ever-popular "animal sweaters," tweed jackets and shorts, and striped jerseys. Parkas are designed for our Canadian winters and have fur-trimmed hoods and warm chamolins linings.

Date dresses are important to the high school and college set. Sophisticated black with youthful round yokes trimmed with plaid at the sleeves and collar, and rustling taffeta in gay colors for parties and dates will appeal to older teeners.

It's back to school for our teeners and they'll be swirling their Scottish tartans with great glee this year.

SANTA'S WORKSHOP AT 101°!

The Santa Claus Parade may seem pretty far off on a Summer's day when you're sweltering at 101 degrees in the shade! But the show must go on and this great annual pageant for young Canada has to be planned months ahead.

Below is a glimpse of Cinderella's coach that will be a feature of Toronto store's Santa Claus Parade for 1948. At left of picture is Bert Munro, a veteran Eatonian who recently celebrated 45 years with the Company. Next to him is Harold Hundert busily working on the decorative scroll work of the coach. This is ingeniously made from tissue paper soaked with glue.

In right picture are Messrs. J. A. Brockie, supervisor of Toronto's merchandise display department; Bill Hurlburt, Contacts; Harold Hundert, Steve Finnie (who obligingly "modelled" the "beautiful layde"), and George Menzies.

Before painting, these features will be treated with latex which prevents absorption of the paint and enables many parade features to be made light and portable. After two decades of close association with Winnipeg store's parade, we felt right at home here.

Thanks a million, Toronto, for the preview—and for all your kindness to a Winnipeg Eatonian on holidays!





TOT-TO-TEENER FASHIONS

Description of Pictures

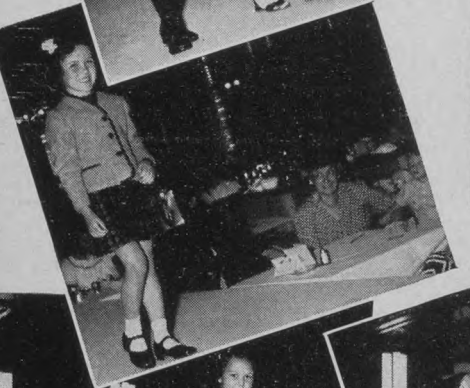
Top Row—Left to Right: Twenty-months-old Doreen Moore holds Mary Bucko's hand tightly. Centre: Dick Coulter and Florence Inglis are ready for fall. Right: Mary Bucko wearing a smart date dress from New York.

Second Row—Lee McLroy and Gordie King all ready for "Jack Frost."

Third Row—Joan Hartig in a plaid taffeta party dress escorted by Gordie King.

Fourth Row—Left: Sunny Walton in her two-piece wool suit. Centre: Bob Hinds and Colleen Moore model teener fashions. Right: Dick Coulter is escorting Brenda Marshall.

Fifth Row—Left: Florence Inglis and Sunny Walton in "Big and Little Sister Dresses." Centre: Gary Rummery and Kenneth Moore in "Young Men" outfits. Right: Sunny Walton holds Gary Rummery's hand as they model fall fashions.





Left—Joe (left of picture) expresses his thanks to all the boys for their grand gift. Standing beside him are Messrs. D. S. McKellar, Ken Barling and Fred Latter.

40 YEARS AN EATONIAN



"It has been a pleasure to work with you, Joel!" says Mr. D. S. McKellar, merchandise office representative.



Right — "Two thousand and eighty weeks is a lot of service," says Mr. Barling.

Joseph Ward Completes 2080 Weeks with Eaton's!

The merry rat-tat-tat! of Joe Ward's hammer greeted the ear, when on August 21 a delegation of Eaton furniture men descended on the Company's Alexander warehouse to honour Joe who had just completed 40 years with the Company.

Head packer of the furniture shipping, Joe is blessed with indomitable energy and is happiest when he's keeping those shipments rolling along. However, he was persuaded to drop his hammer long enough to accept the congratulations of his fellow workers and representatives from the store who were headed by Mr. D. S. McKellar.

Paying a warm tribute to Mr. Ward's loyalty and unflagging energy, Mr. McKellar said that Joe was a protege of Howard Goodridge and a grand worker who always got the shipments out on time. He hoped Joe would take time out now for a spot of fishing.

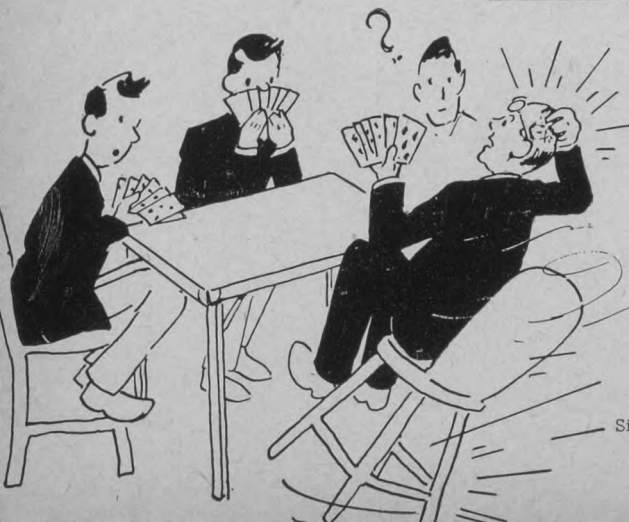
2,080 Weeks With Eaton's

"Joe Ward has completed over 2,080 weeks with the Company," said Mr. Ken Barling, head

of department, in extending congratulations from the staff. "I hope I can roll up a record like yours," he added. Mr. Barling also conveyed a congratulatory message to Joe from Mr. Morley Wellband, supervisor, who was out of town. He then presented Mr. Ward with a luxurious easy chair and matching ottoman—a gift from his admiring associates.

Messrs. W. G. B. Dailley and A. D. MacDonell spoke on behalf of the Company, while Stan Robertson, Fred Darnell and Fred Latter also reminisced a bit, wishing Joe continued good health and happiness.

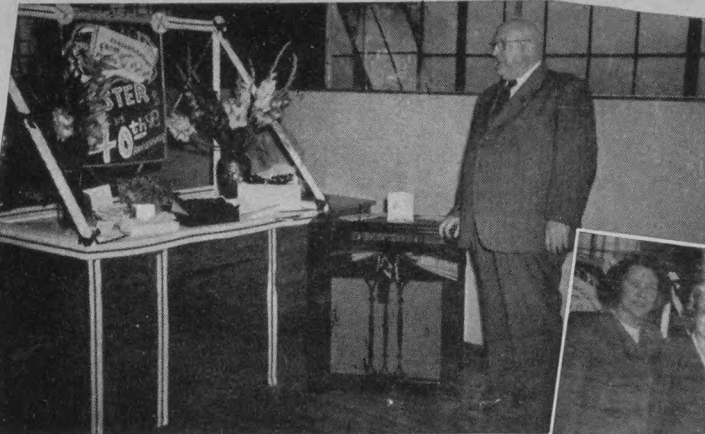
Joseph Henry Ward was born in Castleford, Yorks. Served in World War I with the 27th battalion, held the rank of sergeant and won the military medal. Only recently he received a letter from a home in Germany where he was billeted thirty years ago. Mr. and Mrs. Ward have two sons—James and Joseph—who will join with us in saluting Joe Ward "Eatonian first-class"—and wishing him all of the best!



FOR MEN . . . who enjoy BRIDGE

The Eaton Men's Bridge League are now up to their ears in plans for this season's tournament!

If you enjoy a good game of bridge, here's your opportunity to play with a fine crowd of Eatonians! Watch for entry cards in your pay envelope. Competition will soon begin for the W. G. B. Dailley shield.



"They're a wonderful gang!" says Fos. proudly, as he stands beside his gaily decorated desk and that magnificent radio!

Fos. and a few of his legion of admirers. Note that "strangle-hold." Not bad for a bachelor, Fos.—not bad at all!



40th Anniversary for Foster Johnson

"Everyone has been so grand today, I just can't say enough for all that has been done for me!" declared Foster Johnson (in charge of the mailing section, mail order) on August 29, his fortieth anniversary with the Company. Forty years is a long time in a business life, but the young in heart never see its flight. To Foster, his years with the Company have been happy and his life rich in memories.

Decorating his desk with streamers, the department went "all out" to give Foster a happy anniversary, and they succeeded!

A coveted smartly designed Viking radio stood by his desk, while numerous individual gifts attested to his popularity with his associates.

A thoughtful gesture occurred in the morning when Messrs. Jim Johnston and Oliver Barker visited Mrs. Johnson, Foster's mother, and presented her with two dozen beautiful roses so that she might share his honour. Who would not appreciate such thoughtfulness? And by the way, girls . . . Fos is still an "eligible bachelor!"

Born in Moville, County Donegal, Ireland, Foster came to Canada as a young lad. Immediately after the outbreak of war in 1914, Foster enlisted with the C.A.U.C., with which he served for five years. Wounded while overseas, Sergeant-Major Johnson won the Meritorious Service Medal. Mr. George Johnson, popular head of department mail order copying, is a brother.

Many congratulatory telegrams from as far west as Vancouver added to his long list of well-wishers, and we add our hearty congratulations to a grand fellow!

"BY JUPITER!"

It isn't the day—it is how we use it. It isn't the other fellow—it's how we act. Easy? Well, no—but we gain confidence as we practice.

Wise selection needs to be our watchword. How about checking yourself to see how correctly you can select from the following the ingredients which, rightly used, will give you a "BY JUPITER" DAY:

patience

friendly words
temper

ill humour

haughty words

warm personality

understanding

sense of humour
sarcasm

HOW DID YOU SUCCEED?



Top Left—Mr. R. M. Pinfold (right) makes presentation of a travel case in that coveted rawhide—the gift of Mr. Steele's staff and other associates.



Top Right—A luxurious auto robe, the gift of Montreal associates, is presented to Mr. Steele by Mr. B. F. Franklin.



Centre — Mr. Steele receives a gift from Toronto Eatonians, presented by Mr. J. F. Morris.

HAROLD A. STEELE

Expense Office Supervisor Baffled by "Smoke Screen"

Frankly we're surprised at Harold Steele! As a man of more than ordinary discernment, a man whose military experience includes a commission won in France during the first "bit of unpleasantness"—we'd have banked on his knowledge of camouflage.

To wit: On the morning of September 8 the expense office staff gathered in Mr. Steele's private office, their faces all shining with sweetness and light (not a hint anywhere of the dire conspiracy that was brewing). It was just a simple little ceremony to honour the chief on his 35th anniversary with the Company. His desk was decked with the usual flowers and a cartoon "blow-up" portraying the boss in a benign "bless-you-my-children" pose.

Clearing his throat, Mr. Henry Einarson, head of department, made a fitting address. He congratulated our hero, thanked him on behalf of the staff for his kindly administration, and expressed the sincere wish of all that Mr. Steele would be with them for many years to come—or words to that effect. A top-flight table lighter was then presented by Mr. Einarson on behalf of the expense office staff. Mr. Steele was tickled pink and said so.

They were a happy family who worked well and played well together, he declared, and he thanked them all for their unflagging loyalty over the years. The gang then filed out of his office and Mr. Steele smiled happily to himself. They were a grand staff and he was glad that they hadn't gone to a lot of "fuss and feathers." He then turned to the cares of the day. With knowing that's-what-he-thinks glances, the staff did likewise.

Later. Evening shadows deepen as Mr. and Mrs. Steele reach home from a wedding reception. Slamming the car door, our hero yawns wearily: "Think I'll light a cigarette, put my feet up and call it a day."

But the End Was Not Yet

Mrs. Steele smiles knowingly to herself. Opening his front door, Mr. Steele pauses on the threshold flabbergasted to behold a houseful of guests with Henry Einarson presiding as master of ceremonies. After a chorus of "Happy Birthday to You" and a lot of handshaking all around, Mr. R. M. Pinfold, assistant general manager, presented Mr. Steele with a travelling case in opulent rawhide—the gift of his associates and friends around the store.

(Continued on Page Nineteen)

The preliminary. On his anniversary morn, Mr. Steele thanks his staff for their gift of a table lighter.



35 YEARS WITH EATON'S



ARTHUR KEELEY

One of the best-known buyers of children's wear in Canada, on August 18 Mr. Arthur (Art) Keeley, head of department juvenile, mail order, celebrated his 35th anniversary with the Company.

To make it a memorable occasion for him, fellow buyers at Toronto buying office and other friends presented Art with a stunning "fortnighter" travelling bag.

Home at Winnipeg, Art's staff added a matching "two-suiter" bag while to Mrs. Keeley they presented a big bouquet of 35 gorgeous roses. This was a particularly happy gesture since Art's good wife was also an Eatonian—the former Grace Johnson.

Born at Barrie, Ont., Arthur Keeley started with Eaton's in 1913 as junior member of the bedding and staples department. In 1915 he transferred to the women's coats and in the succeeding years gained a wide experience in fashion merchandise both in store and mail order. Finally in 1931 he was appointed to his present position. As a veteran buyer, Art Keeley enjoys the respect of suppliers everywhere and is one of the most popular figures in the eastern markets.

"I don't think there's anyone who hasn't a good word for Art Keeley," was a tribute we heard from one supervisor. "You can say that again," added another, "Art's a prince among good fellows." So there you are, Mr. Keeley, that's how you rate among Eatonians! And there's no better time to say it than right now!

HAROLD A. STEELE

(Continued from Page Eighteen)

And Still More "Loot"

Further evidence of Harold Steele's popularity was the gift from Toronto departments of exquisite initialled crystalware which was presented by Mr. J. F. Morris of Toronto store. Following Mr. Morris, Mr. B. F. Franklin made the presentation of a luxurious auto robe on behalf of business associates in Montreal. Sharing honours with her husband, Mrs. Steele charmingly accepted a gift of 35 gorgeous roses.

Again, from friends in the "Belle Acres" community, Lac Du Bonnet, Mr. Steele was presented with a lovely gift of bric-a-brac by Mr. Frank Carpenter.

Finally telegrams and letters from eastern and western branches of the Company were read showing the respect and affection that is held for Harold Steele.

The evening concluded with a delightful buffet supper.

* * *

Even a Tribute in Verse

It is with keen regret that we are unable to quote a masterpiece by that gifted bard, Bill Gould. But with characteristic modesty, Bill says "No!" This epic traced the career of Harold Steele, his callow youth, forward through the war years and the upward climb to his present achievements. Mr. Steele's kindness, his acumen, his capabilities in the administration of expense for the Company's western division was told in verse—his contribution as treasurer for the Air Cadet League in Manitoba and other worthwhile activities rated a stanza; nor was his skill as a golfer (who once won the Eaton championship) forgotten; nor yet his vocal attainments with the "Barbershop Chorus, Local 413."

To all these well deserved tributes we add a salute to Harold Steele, outstanding Eatonian and a gallant gentleman.

*Swinging into the Brisk Activities of Fall and Winter,
200 Heads of Departments and Assistants Attend . . .*

"BETTER SERVICE" DINNER MEETING

**Inspiring Addresses by Mr. W. B. Pickard and Mr. W. G. B. Dailley—
Educational Films Shown**

"This dinner was arranged for the purpose of meeting you all in an informal way and having a chat about the things that matter in the operation of a store," said Mr. W. B. Pickard, store superintendent, in his opening remarks during a "Better Service" dinner meeting held in the grill room at store closing on September 9.

Some 200 heads of departments and assistants were present as guests of the Company. Chairman was Mr. W. G. B. Dailley, staff superintendent, and also at the head table were Messrs. A. R. Tucker, W. J. McKeag, J. L. MacKechnie, D. S. McKellar, A. D. MacDonell, W. L. Palk and Miss K. M. Kerr.

Mr. Pickard's inspiring address was delivered following the showing of an educational film: "The Story of a Store."

"Winnipeg Store Has Created Many Records"

"I would like to tell you something about the store and its operation," Mr. Pickard continued. "The Winnipeg store has created many records, some international and some national, so you have reason to be proud of the fact that you belong to such a progressive institution.

"The magnitude of the Winnipeg operation surpasses that of any business of its kind in western Canada. The principles and traditions are so well founded and ingrained that the integrity of the Company is held in the highest esteem, not only by the customer but also by the manufacturer and supplier of the merchandise sold.

"Now I know we are all proud to be a part of this great institution and I am sure that everyone is most anxious to do his or her part to maintain the record of sales and to maintain the things that are essential to the healthy growth and success of this organization.

"The Training of Our Staff Is an Everyday Responsibility"

. . . declared our store superintendent. "Is there any lagging or any indifference anywhere in those essential services and courtesies? If there is, it is because we have failed to do our part in giving to those in training the knowledge we have which is not covered by general instruction to fit our people for the various kinds of work.

"Tonight we particularly want to deal with the services necessary to a complete and efficient department store. We have here as complete an organization as is known in the world. We have a good employment service. We have a good educational service. We have the whole business organized in parts to take care of all the essentials of a big business. I did not mention our hospital services for both public

and employees, nor our welfare work with employees—our liberal holiday policy—our athletic activities. One could go on and on telling you about special services but you can count these yourselves.

"We also have the finest staffs in the country. We are careful to select good people so our associations must be good. We have good material to work on.

"If what I have said is true, then one could imagine there is nothing else to do. We can go merrily on our way doing business.

"But before we throw off all the shackles of business, we had better look around and see if all those things I have mentioned are operating as you would like. Are complaints down? Are our salespeople polite, efficient and courteous?" Mr. Pickard paused to read from letters showing customer reaction to our service. He also illustrated his points with anecdotes as well as actual incidents he had witnessed.

"The educational office is a great help in the training of salespeople in store systems and policy," he added, **"but the real responsibility for the efficiency of those who come in contact with the public belongs to the department.** You know it is the department that hands out the pay and that is where direction should be."

Mr. Pickard then dealt with various lapses that are handicaps to better service, such as:

The "grouping" of salespeople—most annoying to customers.

Salespeople leaving their counters at busy periods.

Salespeople leaving customers unattended when going on relief periods.

Conversation with other salespeople while waiting on customers.

He also stressed the importance of making every effort to supply the customer's requirements even when the goods were not readily available.

"You young men and women are definitely making your life's work with The T. Eaton Company," concluded Mr. Pickard, "and, as such, you expect to make headway, and you will. The length of the road you travel will be measured by what you put into it. I have always found that efficiency and prosecution of the work to be done is rewarded by the Company.

"From this group, I would expect to see department managers and executives.

"Finally, if I can help you on your way I will gladly do so."

(Continued on Page Twenty-One)

It's up to YOU!



Top Left—"We have the finest staff in the Dominion of Canada." (Staff Superintendent W. G. B. Dailley.)



Top Right—"There are future executives, supervisors and managers right in this room." (Store Superintendent W. B. Pickard.)



Head Table, left to right: Messrs. A. R. Tucker, J. L. MacKechnie, A. D. MacDonell and W. L. Palk.

"BETTER SERVICE" DINNER MEETING

(Continued from Page Twenty)

Mr. Dailley Stresses Importance of Leadership

Mr. W. G. B. Dailley likened a department without leadership to a body of troops who were sent into action without officers.

His address followed the showing of an educational film "It's Up to You." "We select only those people who have the quality of leadership to run departments," Mr. Dailley added, "men and women who are trying to do the job better than it has been done before."

The Art of Selling

With typical vigor, he then discussed the "Art of Selling." "Some have it naturally, some have to work for it, but every sales person must have it to be able to do the job expected of him or her."

These points were emphasized:

1. There must be a genuine willingness to serve and a sincere interest in the customer's problem.

Head Table, left to right: Mr. D. S. McKellar, Miss K. M. Kerr, Messrs. W. J. McKeag, W. B. Pickard and W. G. B. Dailley.

2. Know your merchandise and be willing to give definite opinions.

3. Demonstrate your merchandise and handle it with appreciation.

4. There must be a definite respect for better quality merchandise.

5. A friendly attitude toward customers.

6. Do not be too aggressive with customers who only want to look at merchandise.

7. Show customers English, Scotch and French merchandise.

"We have the finest sales force in the Dominion of Canada," he concluded with enthusiasm. "Let us all give better service to our customers, and carry this message in our minds and actions 12 months of the year!"



EATON'S

TRANS-CANADA

Monday

Oct. 4th

Tuesday

Oct. 5th

Right on the Brink of Cold War
Savings Opportunity Ret
in Savings to Canada

Eatonians! It's back again! The sale that in the past gained for itself the reputation as the greatest sale in all Canada---EATON'S Trans-Canada Sale! In this Canada-Wide, two-day sale smash, every effort has been made to present the year's most outstanding values.

The facilities of the entire Eaton buying organization, from coast to coast, were used in the planning, which began months ago. The merchandise was bought in huge quantities to sell in Eaton Stores across Canada.

The Stage Is Set—The Values are Un
and Let Us Give Winnipeg



CANADA SALE

**Old Weather Preparations, Canada's Biggest Sale and
y Returns! Yes! Many Thousands of Dollars
Canadian Homes When Needed Most!**

You only need to look at the low, **low** sale prices to be convinced that it's the most exciting sale news you've seen in many years! Don't miss a single item. Every one represents an exceptional saving on so many things you need for yourself, your family, your home!

All the goods in this great programme of extra values were planned for a two-day selling, **but we cannot guarantee that quantities will last both days.**

Phone orders accepted (unless otherwise stated).

Contacts can't begin to list the many highlights in this, Canada's greatest money-saving event! Suffice to say that there are stunning values in fashions and winter wearables for every member of the family from Tiny Tim to Grandpa! A broad programme from stately pianos to pillow slips, from bedroom suites to bicycles, trillights to toys, lounges to luggage, and on to knitting yarn for those Christmas socks. Yes, dinnerware, hardware, flatware and neckwear—they're all here, and then some!

**are Unbeatable! Play YOUR Part with Skill and Enthusiasm
Winnipeg a Sale That will be Long Remembered!**



JAMES BIRD

"I had a wonderful day," Jimmie Bird, customs and transportation department, told Contacts about his thirty-fifth anniversary with the Company on September 8. "The department gave me a grand occasional chair and foot stool to match," declared Jimmy. Mr. Albert Kent (head of department) made the presentation.

Many phone calls and visits from old friends during the day attested to Jimmy's popularity. He spent two years in 1201 department and the remaining years in 162 department.

Born in Glasgow, Scotland, Jimmy came to Canada as a young "hielan' laddie." At the outbreak of World War I he enlisted with the 43rd Battalion, Cameron Highlanders of Canada and lost a leg at the battle of Fresnoy in 1917. You'd never know it, however, the sprightly way Jimmy steps around.

Mrs. Bird was the former Viola Bower, an Eatonian in the general office. They have two children, Lynne, aged 12, and Margaret, 6.

Hearty congratulations on your anniversary, Jim, and may you continue to share in all the good things of life.

HAROLD E. KEEPING

Most Eatonians and a legion of customers know Harold Keeping as that tall, soft-spoken and gentlemanly despatcher of elevators on the main floor. On September 16 Mr. Keeping celebrated his 35th anniversary of Eaton service and to make it a red-letter day for Harold, a presentation ceremony was held on the main floor before store opening.

Using a gaily decked elevator as an appropriate background, the staff gathered before it while on their behalf Mr. Alex Murray, supervisor, made the presentation of a beautiful torchiere and a wallet.

Harold Ernest Keeping was born in the ancient university city of Cambridge, England, where his father was curator of the famous university's museum. Coming to Canada, Harold Keeping joined Eaton's in 1913, spending two years with the delivery and thirty-three years with the elevator staff. In fact, it was while on elevator duty that he met his wife, the former Vina Miller of the wages office.

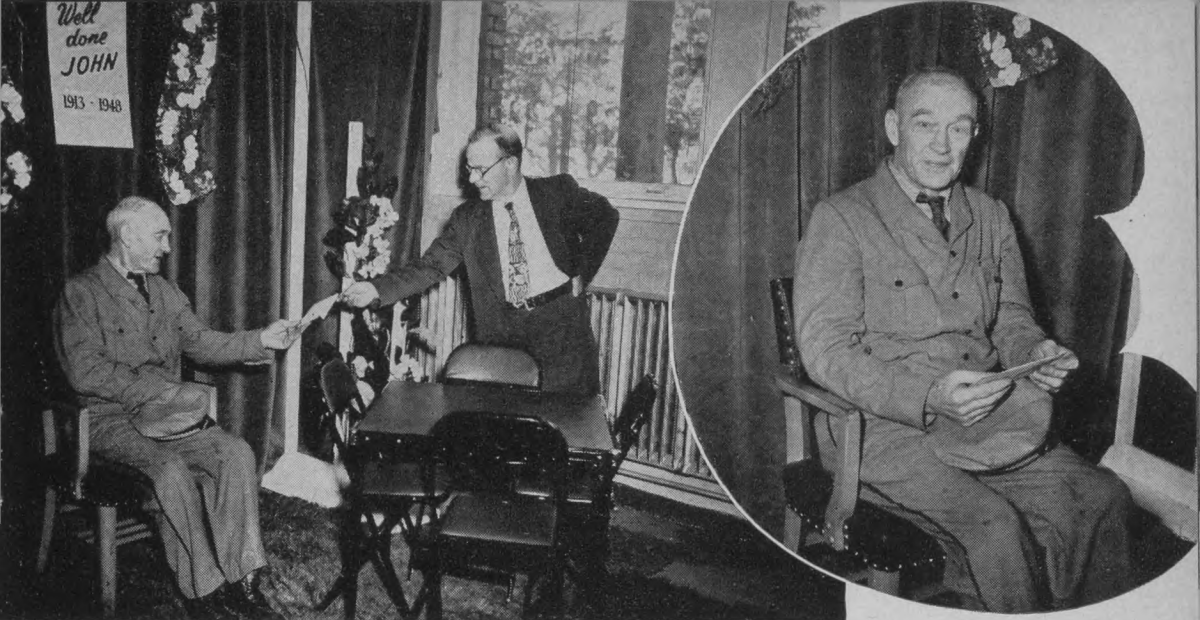
The Keepings are 100% Eatonians. Two sons, Ken and Norman (the latter now in Washington, D.C.) were formerly with the drugs; while a daughter, Mrs. Keith, was a member of the expense office. A third son, Gordon is in Winnipeg and there are four grandchildren.

Hearty congratulations to a fine Eatonian. May the years ahead continue to be healthful and happy!

Mr. Keeping is presented with a token from the elevator staff by Mr. Alex Murray.

His thirty-fifth anniversary morn. Did the gals salute him? Ask Harold!





Left—John's popularity with his fellow drivers is attested by this handsome gift presented by Jack Bird.
Right—John Ogston drove the first Eaton truck in Winnipeg.

JOHN OGSTON

Can you top this? Never late! Only three days away sick! . . . in thirty-five years of service! Yes, sir, that's a proud record for any person to chalk up, and John Ogston (freight transport), who completed thirty-five years with the Company on August 19, is the proud record-holder.

John was still holidaying on this date, and thus his fellow workers held a presentation on September 2. As Mr. Clayton Tucker was unable to be present, Jack Bird did the honours, and on behalf of the department presented John with a set of red leather chairs and table. In speaking of his service with the Company, Jack stated that the first Eaton truck was driven by John Ogston.

Surrounded with congratulations and good wishes, John had a hearty handshake from each of his friendly co-workers.

Born in Aberdeen, Scotland, John came to Canada as a young lad and joined The T. Eaton Co. Limited with the freight transport, where he has spent his entire service.

Overseas during World War I, John served with the motor transport for four years.

Mr. and Mrs. Ogston have a daughter, Mrs. A. Blair, in Ohio. John is fond of curling and enjoys a game of football. Our hearty congratulations, John, and good health for many years to come!

* * * *

ADA BANNISTER

A Yorkshire lass, Ada Bannister (printing plant) celebrated her 35th anniversary with the Company on September 8.

Mr. W. McLaren was on hand to congratulate Miss Bannister on her long and faithful service. He then presented her with a pair of lovely boudoir lamps on behalf of the department.

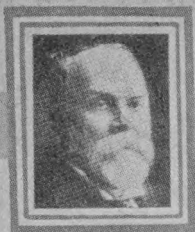
Her desk was gaily decorated with streamers and flowers and many individual gifts from friends attested to her popularity with the staff.

That evening Miss Bannister was whisked off to the Homestead where the girls of the department had gathered to further celebrate the occasion. Trouping to Miss Bannister's home in the evening the gang enjoyed a hearty sing-song.

Born in Leeds, Yorkshire, England, Ada Bannister started with the Company as a multi-graph operator in the mail order supply department, and in 1927 she moved to the printing plant.

We add our sincere congratulations on your anniversary, Miss Bannister!





Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club



MRS. SADIE HEISLER

Friendly conspirators in the electrical department held a breakfast party in the grill room on August 18 for one of the most popular persons on the sales staff, Mrs. Sadie Heisler. The occasion marked Mrs. Heisler's quarter-century anniversary with the Company.

Every member of the department was present; even those on holidays did not want to miss the opportunity of congratulating the genial Mrs. Heisler on her big day, and came back from the beaches and lakes to be in on the party.

Mr. E. J. Adey acted as chairman of the gathering and briefly spoke of Mrs. Heisler's career with the Company. Mr. A. Hewish, who came in from holidaying at the lake, made a presentation of a beautiful wrist watch on behalf of the department. Mrs. Heisler is one of our most valuable sales persons," Mr. Hewish declared. "She has not only won a large following of friends in the store, but we'll wager she has one of the largest followings of customers of any Eatonian on the sales staff—customers who, year after year, have come to her for their needs and advice."

Mr. D. S. McKellar and Mr. F. Carpenter also added their congratulations.

Responding, Mrs. Heisler thanked her associates not only for their kindness on her anniversary day but throughout the year.

Mrs. Heisler was the former Sadie Woodridge. Coming west from Prince Edward Island, in 1910 she joined the china department and, later, married Mr. W. C. Heisler, assistant manager of the drapery department. Mr. Heisler passed away just two years after they were married. Joining the staff of the electrical department shortly after, Mrs. Heisler has spent her entire twenty-five years of service in the department and is section head in the lamps. An ardent sports fan, she bowls with the Eaton league.

May we add our best wishes to those hundreds of friends who called during the day to say "Congratulations, Mrs. Heisler!"



Mrs. Heisler is thanked by Mr. A. Hewish for her splendid record.

Welcome to the Quarter Century Club

BESSIE COGLE

Department 122 stopped the hustle and bustle of daily routine on August 21 and took time out to honour their new quarter-century club member, Miss Bessie Cogle.

A large bouquet of flowers stood on her brightly decorated desk. A placard saying, "Congratulations, Bessie, on This Your Twenty-fifth Anniversary," bespoke the feelings of the staff. A lovely sardonyx ring from the department held a prominent spot on the desk, laden with gifts from friends.

Bessie had a sunny smile for all who called to offer their congratulations during the day.

Born in Winnipeg, Bessie started with the store in 122 department. She later moved to the dress goods staff, where she spent nine months before returning to 122.

Bessie enjoys good music and is fond of reading and hiking. Our hearty congratulations on your anniversary!



Bessie Cogle smiles happily on her anniversary.

* * * *

GORDON FORSTER

Celebrating his quarter-century anniversary on August 30, actual date August 23, Gordon Forster was the "centre of attraction" in the china department. The staff gathered to honour Gordon on this happy occasion, and on behalf of the department, Mr. V. Dancer made a presentation of a lovely dinner set.

Speaking of Gordon's value to the department and the store, Mr. Dancer declared he was always a conscientious and capable Eatonian, well liked among his fellows. His entire twenty-five years of service have been spent in the china department.

Born in Morden, Man., Gordon saw service in World War I with the Fort Garry Horse and L.S.H.R.C. He was wounded at Vimy Ridge in 1917. Mr. Forster is a devoted church worker and enjoys the friendly fellowship.

Mr. and Mrs. Forster are planning to spend their long holiday around the Lake of the Woods and Kenora district. We extend congratulations and best wishes as you start another "25," Gordon!

A horseshoe of good wishes for Gordon Forster, quarter-centuryite — a conscientious, capable Eatonian!

A lovely dinner set is the gift of Gordon's fellow workers, presented by Mr. Victor Dancer.





Mrs. Christina Brown receives the congratulations of her chief, Mr. H. Cooper.

MRS. CHRISTINA BROWN

Anyone with a pleasant disposition has friends, and "Brownie," as she is affectionately known, is no exception. Celebrating her quarter-century of service with the Company on August 23, "Brownie" (drapery workroom) had a day she will long remember. The staff gathered together to honour Mrs. Brown on her anniversary, and Mr. H. Cooper (supervisor) made a presentation of a set of travelling bags and a lovely handbag on behalf of the department.

"I have worked with 'Brownie' for many years and always enjoyed our association," declared Mr. Cooper as he presented the

gifts. "Brownie" also received numerous individual gifts, showing her popularity with the staff.

Mrs. Brown in her early career as an Eatonian, worked with the drapery department in the store when they made lamp shades. Shortly after, she began instructing a class in this art, later moving to the drapery workroom, where she has spent the latter part of her twenty-five years.

Born in Hazelridge, Man., Mrs. Brown has two daughters. Our sincere congratulations to a fine Eatonian and friend!

WHAT IS THE SECRET OF SUCCESS?

"Push," said the button.
 "Take pains," said the window.
 "Never be lead," said the pencil.
 "Be up to date," said the calendar.
 "Always keep cool," said the ice.
 "Do business on tick," said the clock.
 "Never lose your head," said the hammer.
 "Make light of everything," said the fire.
 "Make much of small things," said the microscope.

"Never do anything off-hand," said the glove.
 "Spend much time in reflection," said the mirror.
 "Be sharp in all your dealings," said the knife.
 "Find a good thing and stick to it," said the seal.
 "Make most of your good points," said the compass.
 "Be always on the lookout for a snap," said the camera.
 "Never take sides, but be around when you're wanted," said the ball.

THOMAS A. COPPIN

Homeward bound to Mitchell, Ont., for his quarter-century holiday, Tom Coppin (men's clothing, mail order) will have much to tell of his big day's celebrations to the folks back home.

On arriving at work on his anniversary morning, August 27, Tom found his desk decorated with streamers, and a beautiful mantel radio stood ready to "face the music." Mr. J. McCay made the presentation on behalf of the department.

Tom spent seventeen years in the men's hat department, and the latter eight years with the men's clothing, mail order.

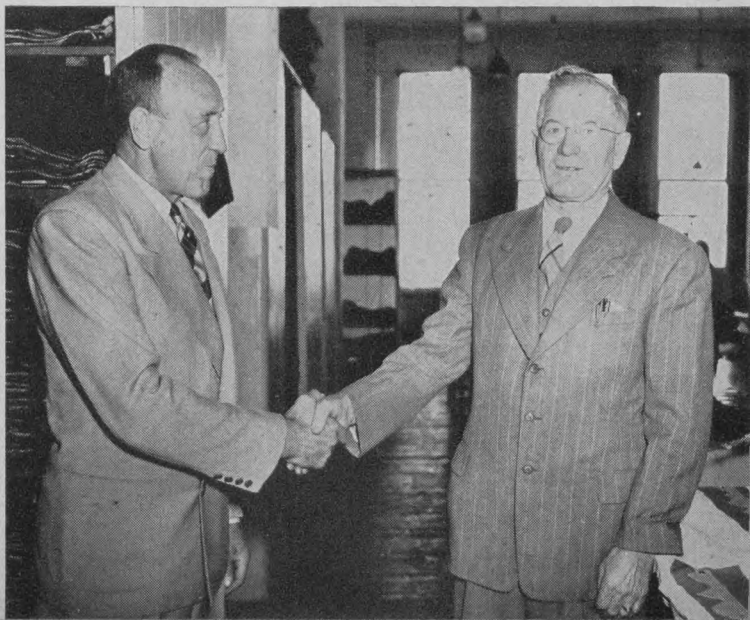
Mr. and Mrs. Coppin have one daughter, Evelyn, who was an Eatonian in the juvenile clothing department before her marriage. A granddaughter of two years keeps grandma and grandpa busy.

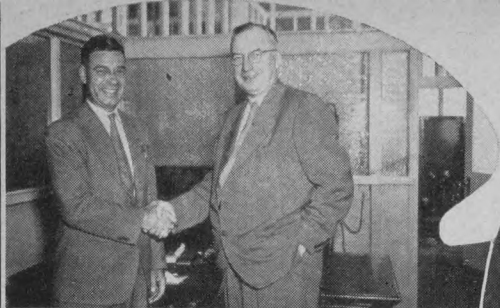
A motor trip through the United States for their long holiday will take Mr. and Mrs. Coppin to their home town of Mitchell, Ont., where they plan to renew old acquaintances and friendships.

Our best wishes for a grand trip, and congratulations on your anniversary, Tom!

"Happy anniversary, Tom," declares Mr. J. McCay.

Twenty-eight





Top Left—At the office. "Pat" is congratulated by Mr. Angus Osborne, supervisor, mail order merchandise office. Top Right—"Pat" and his charming wife acknowledge the gift and good wishes of his associates. Lower Left—Presentation of golf clubs is made to Mr. Patterson by his chief, Mr. Gordon Muirhead. Lower Right—Among those present: Mr. A. H. Young, mail order superintendent, and Mr. Jim Johnston, mail order operating.

JOHN PATTERSON

(100 Department, Mail Order)

The home of Mr. and Mrs. John Patterson, West Kildonan, was the scene of a merry surprise party on Wednesday evening, August 25, when several carloads of mail order Eatonians trooped in to honour Mr. Patterson on his quarter-century anniversary.

Actually, Jack's big day was August 27, but since his chief, Mr. Gordon Muirhead, was to be out of town on that day the celebration was planned ahead—all of which made the surprise a "natural."

It was one of those thoroughly enjoyable evenings of games, singing the old songs and the good-natured ribbing that makes an evening sparkle when Eatonians get together. And topping it off were man-sized refreshments delightfully served by our hostess, Mrs. Patterson, assisted by son Donald John.

Then on behalf of his associates, Mr. Gordon Muirhead, head of department, presented Jack with a set of matched golf clubs "to improve his game at Elmhurst." To mark the occasion for her as well, the charming Mrs. Patterson was presented with a token from the gathering.

Mr. A. H. Young, mail order superintendent, and Mr. Jim Johnston, supervisor of mail order operating, then added their congratulations on this happy occasion.

More Anniversary "Loot"

On August 27, Jack Patterson's official quarter-century day, the staff of the mail order merchandising office and mail order superintendent's office greeted Jack with a handsome gladstone bag and a big bouquet of flowers for his good wife. Presentation was made by Mr. Angus Osborne, supervisor.

Scottish born, John Patterson joined the Company as a youngster. In the succeeding years he has gained a broad experience in Company system with the time office, stock audit, general audit, mail order merchandise and operating departments. Keenly interested in staff activities, he bowls and golfs with the Eaton clubs and is a former vice-president of the Assistants' Association. Many western Eatonians will join in extending "anniversary congratulations!"

Thirty Years With Eaton's

We extend our congratulations to the following Eatonians who have completed thirty years' service with the Company:

MR. FRANK PATRY (meats), September 5.

MR. ROBERT MCGURK (mail order drugs), September 9.

MR. SAMUEL McNEILL (head of department, economy home furnishings), September 9.

MR. ROBERT McERLEAN (basement 5c-\$2.00), September 10.

MR. WILLIAM J. HOLT (city carriers), September 17.

MR. WILLIAM QUAYLE (men's furnishings, mail order), September 20.

MISS MARGARET WARING (farm implements), September 23.

MISS CONSTANCE COLLIER (cashiers), September 30.



Mr. and Mrs. Vic Vollrath.



With typical vigor, Mr. Bruce McLarty, head of department, pays tribute to Vic Vollrath as an Eatonian and a plumber.

VICTOR VOLLRATH

The stove department really "burned themselves out" to make Victor Vollrath's quarter-century anniversary with the Company a memorable occasion. The date of the celebration actually fell on Sunday, September 5, so the department held a dinner at Moore's in Victor's honour on Thursday, September 2. What a friendly, happy group they were!

Mr. H. B. McLarty made a presentation of a pen and pencil set on behalf of the department. Mrs. Vollrath received a lovely corsage and made an appropriate little speech of thanks for the staff's kindness and friendliness over the years. Mr. Vollrath also spoke, voicing his thanks to the gathering for their gift and the dinner.

Victor George Vollrath was born in London, England, and after coming to Canada he joined The T. Eaton Company staff, stoves and plumbing department, where he has spent his entire service.

Serving overseas during World War I with the 2nd Army Troop Corps, Canadian Engineers, Victor saw service in France and Belgium.

Mrs. Vollrath was the former Laura French, of the juvenile department. They have one son, Clifford George Vollrath. Gardening and reading are Victor's favourite hobbies.

"Working for such a large company where co-operation is a by-word has truly made my twenty-fifth anniversary worth reaching," said Mr. Vollrath. Congratulations from your many friends, Vic, both in the store and mail order.

* * * *

Double Congratulations!

EDWARD DUFFIELD

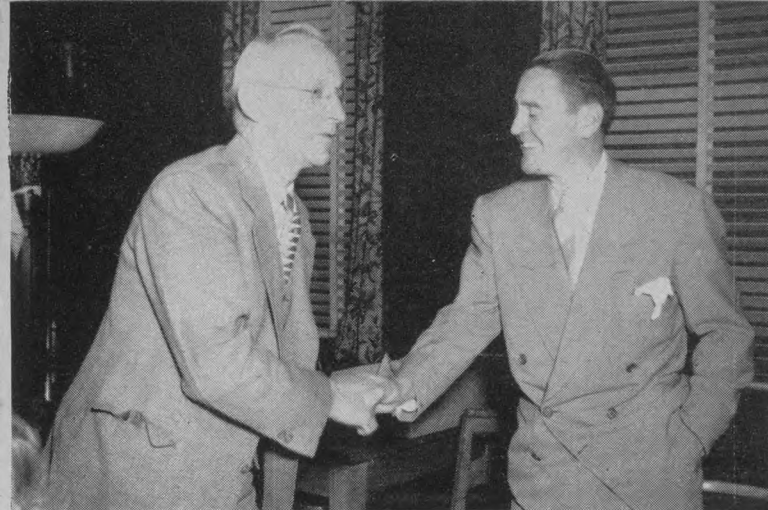


Ed Duffield's cup of happiness certainly overflowed last month! On September 12 came his quarter-century anniversary day bringing Ed six extra weeks' holidays with pay, plus a top-flight gift from the Company; plus a "posh" travelling case, shirt and necktie presented by supervisor Bill Hodgson on behalf of the meat department staff. Then lo and behold! Ed tops the whole thing off by getting married!

His bride was Miss S. Garstang of Belmont, Man., and they were wed on September 15 at St. Stephen's Anglican Church. This time the staff presented Mr. and Mrs. Duffield with a handsome carving set.

An Englishman by birth, Ed Duffield served in World War I

with the 3rd Field Ambulance. His entire Eaton service has been with the basement meats where he is highly regarded by both staff and customers alike. Ed is one of those quiet-mannered solid citizens who enjoys gardening in his leisure hours. We all join in extending congratulations and best wishes on this doubly happy occasion.



Reg. Godwin (left) is congratulated by his chief, Mr. Gerald Pryce.



Mr. and Mrs. Godwin attend a breakfast party in their honour.

REG. GODWIN

"I have often wondered how Reg Godwin could always hold that even temper, good nature and gentlemanly manner, but I know that behind every good man is a good woman, and I can see that behind Reg is his charming wife, Mrs. Godwin!" declared Gerry Pryce, supervisor of the men's furnishings and hat departments at a breakfast party in the grill room on Saturday, September 4. The occasion was in honour of Reg Godwin's quarter-century anniversary with the Company, completed on September 5. Reg is first assistant in the department.

Following the breakfast, Charlie Donnelly introduced Mrs. Violet Baker, one of the gals of the department, who presented Mrs. Godwin with a lovely bouquet of flowers.

"You can build up a wonderful friendship in 25 years," said Charlie, "and Reg has been a grand friend to me during our years of association." He then introduced Mr. Pryce, who voiced the feelings of the staff when he expressed good wishes for continued health and many more years of service with the Company, and presented Reg with a torchiere.

On behalf of Mrs. Godwin and himself, Reg thanked the staff for their gift. "This is one of the friendliest departments in the store," declared Reg, "and I have always enjoyed our association."

Born in Bath, Somerset, England, Reg came to Canada and, later, joined the staff of The T. Eaton Co. Limited. He spent two years with the mail order boys' clothing and the remaining twenty-three years with the men's hat department.

Serving overseas during the First World War, Reg was a member of the 4th Somerset Light Infantry.

Three children—Ronald, age 16 years; Kenneth, 14 years, and Dorothy, 9 years—make up the Godwin family. Woodworking and gardening take up Reg's leisure hours.

Congratulations on this happy occasion, Reg, and many years of luck ahead!

* * * *

HILDA MAE HOPKINS

Honouring Miss Hilda Mae Hopkins (or "Hoppy" as she is affectionately known by friends in the D. A. office) on her quarter-century anniversary with the Company, September 11, the D.A. office staff held a dinner on Friday, September 10 in the grill room.

After a scrumptious meal, three members of the staff entertained the group with solos and a reading. Following this programme Mr. W. J. Thomson, head of department, gave the highlights of "Hoppy's" career as an Eatonian.

Starting in the wages office she later transferred to the cash office and on September 11, 1923, Miss Hopkins joined the D.A. staff where she has spent her full 25 years. At the present time she is in charge of complaints.

Mr. Thomson then presented "Hoppy" with a lovely yellow gold watch, suitably engraved. All heartily joined in the singing of "For She's a Jolly Good Fellow."

Hilda Mae Hopkins was born in Hartney, Manitoba. Her favourite hobbies are swimming, bowling and sewing.

We add our very best wishes to those many friends who say "congratulations, Miss Hopkins!"



"Pacific Soundings"

From Our Vancouver Correspondent, M. McGibney

The Pacific National Exhibition, which is the big show of the year on the Pacific coast, highlighted our month with another splendid Eaton display in the main merchandising building. Placed in a prominent position at the entrance to the building was an attractive arrangement of Vancouver merchandise, with a background of pleasing colors, topped off with a revolving world on the left side, and a turn-table showing the moving leaves of our mail order catalogue on the right, an engaging picture for the teeming crowds as they entered the building.

This was a record year for attendance at the exhibition. The lads in charge of our merchandise on display did a fine job of acquainting the public with our goods, and we feel that it was a highly successful effort.

This month we have the pleasure of welcoming Mr. and Mrs. J. R. Jenkins and their three daughters, Judy, Penny and Wendy to their residence in the city. We are indeed proud to have our supervisor with us, and hope that he and his family will enjoy the gentle climate of the west coast. With his quiet, winning manner and keen leadership, we shall look to the future with every confidence.

News From the Order Offices

The Peach Festival at Penticton comes into the picture at this time of the year. The biggest festival since the war, was celebrated in that city this month. Photographs show a float representing The T. Eaton Co. Limited, which, incidentally, was made by the efficient staff of Winnipeg store's display department. The "Queen" of the festival was crowned by that popular movie actress Alexis Smith, guest of honour for the festival, and originally from Penticton.

Miss Tilly Wyatt, of the Penticton order office, had an autograph from the master of ceremonies, Mr. Stan Francis. This gay Peach Festival is the highlight of the summer in the fruit growing country of Penticton, and a day to be remembered as the biggest of the year.

Wedding bells ring out for Miss Dear of Kamloops, who leaves us this month to be married. Our best wishes for a very happy future.

We welcome Mr. J. Clow to the staff of the Kamloops order office.

Miss Ross of Kimberley Order office is also leaving us to be married around the end of December. We wish you every happiness.

We welcome Miss F. Leith who has recently become a member of the Kimberley order office staff.

News and Views Within Our Doors

The story goes that only the big fish are caught in the eastern waters, but take a look at this one caught by our own Jack Barlow. Yes sree, a Tyhee salmon weighing 45 lbs., caught in the waters around Comox, but that isn't the full story; he landed three more, one weighing 34 lbs., and two (just little ones) 19 lbs. each. This is really hauling them in!

Needless to say Jack had a real holiday, and to top it off he was able to take his son with him. We understand that the lad has been very ill. We are happy to know that he is once more on the road to real health again.

How about leaving the mail order for a few minutes one of these days, Jack, and letting the lads in the store hear the story of how you landed the big one?

(Continued on Page Thirty-three)

GET AHEAD OF THE WEATHERMAN!

Naturally you don't want the freeze-up to catch you unprepared. Our fur storage staff is ready to deliver your fur coat, **now!**

All they need is the **Go Ahead** signal from you. Remember, it can get bitterly cold when the snow begins to fly! So arrange to have your coat removed from fur storage **now!** Don't wait until the last minute rush.

Please phone fur storage department or come to the Hargrave annex and arrange to have your coat delivered.

Thanks, folks!



"Pacific Soundings"

(Continued from
Page Thirty-two)



Eaton's, Vancouver, Featured a Striking Display at the Pacific National Exhibition

This month the Fall bowling season opened, and September 14 was the open house night where everyone became acquainted . . . "and the gang's all here" sort of thing. The first game started September 15. The committee this year is Mrs. Billie Allen, Miss Vale Verity, Miss Marian Cutler, Mr. Mike Sutter, Mr. Mike Walsh and Mr. Scott Watt.

A very able committee and well known to the staff, so let's have a big season, boys and girls. Limber up those throwing arms and get the old "dead-eye Dick" line on the pins and make those strikes count.

The recently mentioned suggestion box doesn't seem to be getting much publicity these busy days. We would like more suggestions this month, so come on, staff, get behind this thing and let's have the suggestion in the box.

This week we received a thank-you letter from the superintendent's office at the Calgary store to our Mr. Edwards for his prompt, efficient manner in handling a Calgary Eaton cus-

tomers. Congratulations, Eddie. Keep the Eaton courtesy flag flying!

Mrs. Reta West (V61 invoices) received a lovely diamond from Mr. George Smith, formerly of Edmonton. The date for the wedding is December 10. The staff extend their best wishes, Reta!

Also displaying a diamond is Valerie Verity (V70 invoices). The lucky man is Mr. B. Scopic. Our sincere wishes for the future, Valerie.

Mr. H. Wismer of department V61-53 is sporting an "engaged" smile. Congratulations!

Two of the boys back from their holidays and looking very fit and tanned are Mr. J. Earle and Mr. Jack Stronach. Mr. Earle and family went over to Vancouver Island to catch the sea breezes from island shores, making Comox their centre point.

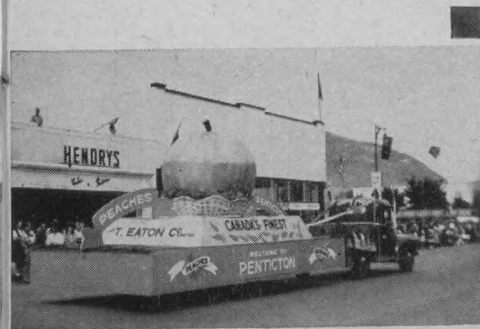
Lower Group of Pictures

First—Eaton float in Penticton Peach Festival. (Float was made by Winnipeg store's display men.)

Second—Queen of Penticton's Peach Festival is crowned by movie star Alexis Smith (originally from Penticton).

Third—Tilly Wyatt (Penticton order office) meets Master of Ceremonies Stan Francis.

Fourth—Jack Barlow and his 45-lb. salmon.





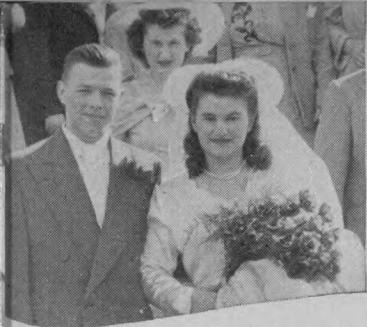
"And So They Were Married"

Top Row—Left: Elsie Mack left department 116 to become Mrs. Stan Hrhynek on August 6 at All Saints' Church. Centre: Helen Burns (122) was a bride of August 21, when she married Bert Wylie. Right: Jeannette Vokey (boys' clothing, mail order) became the bride of James Whitehill at Grace United Church on August 14.

Second Row—Left: Anne Bula left 116 department to become the bride of Nick Zasidko on August 7. Centre: Steffenie Senkiw (167 department) was married to Bernard Sadoury at St. Vladimir and Olga Church on August 14. Right: Gwen Roberts married Geo. McPherson at St. James United Church on September 4.

Third Row—Left: Evelyn Olien (budget plan) was married on August 21 to William Summerly. Mr. W. Williamson is shown making the presentation. Centre: Florence McMunn (photograph workroom) has left for the east to marry Tommy Kopanski at Ottawa, Ont. Mr. W. Gould is presenting a gift from the department. Right: Olive Fischuk (men's hats, mail order) left on July 31 to be married to Mr. E. Laing.

Fourth Row—Left: Barbara Ramsay (radios) became Mrs. Fred Holloway on August 14 at Westminster Church. Mr. D. L. Smith is shown making the presentation. Centre: Hilda Byquist (toys) married Rae Outtrim at St. Paul's Church on August 27. Mr. R. E. Stewart is shown presenting Hilda with a department gift. Right: Olive Simm (budget plan) was married on August 14 at St. Nicholas Church to Andrew Drapack. Mr. Frank Sails made the presentation.



"And So They Were Married"

Top Row—Left: Steve Medwick (paint shop) and his bride, Bernice Fuczrk, are shown following their wedding at St. John Cantius Church. Centre: Mary Murray (113) was married on August 21 to Ken Aikman at First Presbyterian Church. Right: Doris Zenuk (122) left on July 31 to marry Jack Isaacs.

Second Row—Left: Jean McDonald (116) left the department to become the bride of Bill Peppin. The wedding took place on August 14 at St. Eugene Church, St. Vital. Centre: Rhoda Thom (10 department) was married at Grace Church manse on August 17. Right: Miss Hilda Taylor (fancy goods) left the department to become the bride of Mr. W. Frakes on September 11 at St. Jude's Church. They will reside in California. Mr. S. H. Williams (supervisor) is shown making the presentation.

Third Row—Left: Jean Cannon (122) left the department on August 21 to become the bride of Tom Newport. They will reside at Ann Arbor, Mich. Centre: Louie Baines (general audit) was a lovely bride on August 17, when she married James McCombe at St. James' Anglican Church. The couple will reside in Saskatoon.

Fourth Row—Left: Marion Verner (167) was married on September 4 at Greenwood United Church to Stan Bilyk. Centre: Rose Lewis became the bride of Charlie Manning on August 21 at St. James' Anglican Church. Right: Belle Bennington (1100) was married on August 28 to Leon Weselake. They will reside at Beausejour, Man.



Left: Ruth flashes a radiant smile as she acknowledges the good wishes of her chief, Mr. G. M. Eaton.

Right—And here Ruth stands beside her desk, exquisitely decked for the occasion. Surrounding her were gifts dear to the feminine heart.

Ruth McAllister Honoured By Associates

"This morning was wonderful—and now this!" declared Ruth McAllister, secretary to Mr. G. M. Eaton, as she smiled happily at her associates of the executive, merchandise, sales and expense offices, who gathered for a presentation on September 2 to honour Ruth's forthcoming marriage to Bill Kennedy.

Mr. Eaton voiced the feelings of the staff in wishing Ruth all future happiness. He then presented her with a pair of beautiful two-drawer commodes and a lovely chair to match her desk.

With a radiant smile, Ruth thanked the gathering for their gifts, saying, "I appreciate all the lovely things you've done for me."

* * * *

The girls of associate offices held a breakfast party in the grill room Wednesday morning, and on behalf of the assembled group, Phyllis Rae (sales office) presented Ruth with a matching pair of exquisite "horn o' plenty" vases.

* * * *

The wedding of Miss Ruth McAllister to Mr. William Kennedy took place on Wednesday, September 8, at Westminster United Church.

Ruth has a friendly smile for all with whom she comes in contact, and has endeared herself to hundreds of Eatonians throughout the store and mail order. We join with them in offering sincere best wishes for your happiness, Ruth and Bill, and may your journey through life continue as the story book tells us . . . "and they lived happily ever after."

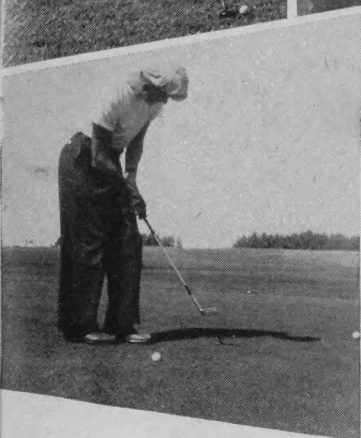
Good Luck Walter!

Walter Lampe, 18-year-old son of Mrs. L. Lampe (Eaton interpreter) attending St. John's Technical High School won a scholarship to Manitoba University which entitles him to \$270.00 on tuition over a period of two years. Walter will major in science and hopes to enter the research field.

In the Spring he won the Governor-General's Medal for grades 10 and 11. He also received the Sybil Inkster Scholarship at Luxton School for grades 7, 8 and 9. Good luck in your studies, Walter.

Thirty-six





BRANDON'S GOLF TOURNAMENT

Wheat City Eatonians Enjoy Outing at Killarney

Eaton's annual golf tournament was held this year at one of southern Manitoba's most beautiful spots, Killarney. The golf course, with its rolling carpet-green fairways, was new to all and some very good scores were turned in by the twenty-three Eatonians taking part. In the men's division, competing for the Eaton trophy, Ken Barr of B237 led the field with two steady rounds of 40-40 for the low total of 80 strokes. Neil Merrill, last year's winner, carded a 40-43 for runner-up position. The first flight was won by Bill Martin of B229, and the second by Dick Keynes of B253. The pitch-and-putt contest was won by Neil Merrill of B260. In the ladies' division, Mrs. Muriel Merrill won top honours, with Mrs. B. McCausland coming second. Mrs. Eva Keynes won the pitch-and-putt event. Pictured above, in the front row, Mr. McCausland is seen

presenting the new champ, Ken Barr, with the lovely Eaton trophy, emblematic of golf supremacy for 1948. In the back row, left to right: F. Pilcher, N. Merrill, J. Sutherland, D. Keynes and H. Dennies.

Eaton's annual corn roast was held this year at Kirkham's Bridge, ten miles northwest of the city on the banks of the Assiniboine river, one of the most popular of the ol' swimmin' holes. The arrangements for this enjoyable and well-attended outing were in the capable hands of Tommy Sutherland of B236 and Glen Rennick of B270. With an abundance of delicious golden corn and lots of coffee, everyone enjoyed the outing, which was climaxed with musical numbers by Denny Dennies and his corn huskers, Amy Cole and her corn huskerettes, and fire-side solos by Joyce Ward.—Fred Pilcher.

Dauphin Branch Divot Diggers Invade Wasagaming



On Thursday afternoon, September 2, four foursomes of erstwhile golfers enthusiastically hacked their way up and down the rolling 18-hole Clear Lake golf course in the annual Dauphin branch stag and golf social.

While there were no par-breaking figures on the score cards, all agreed that the day was perfect, and the event was unanimously voted one of the finest

by all who participated. The nineteenth hole was the feature of the day, which included refreshments for all, with Store Manager H. L. Heath acting as host at his North Shore cottage. All agreed we should hold such outings monthly instead of annually.—A.J.

Stan Mathias Joins Hole-in-One Club

Playing a match game in the Eaton tournament on Tuesday, August 31st, Stan Mathias, assistant, women's furs department, realized a golfer's dream by scoring a hole-in-one on the 10th hole at the West Kildonan Golf Course. Stan's opponent on the occasion was George Bewick, department 928.

Stan has decided to quit golf now as he has nothing more to live for. He also has a perfect 450 score in 5-pin bowling. Ho, hum! this is getting monotonous! Anyway, congratulations from all of us!

Congratulations, Fastballers!



ELKS—"A" DIVISION

Back Row—C. Murray (p.), G. McWhinnon (c.f.), A. Adams (c.), R. Smith (u.), S. Olson (s.s.), F. Lambert (p.), R. Clarke (o.f.).

Front Row—H. McDiarmid (o.f.), J. Iverson (2 b.), J. Hobday (3 b.), D. McPherson (1 b.), M. Tomlinson (s.s.).

Missing From Picture—F. Sinclair (p.), F. Thompson (coach).



BOMBERS—"B" DIVISION

Back Row—Austin Williams, Bob Oliver, Albert Johnston, Harold Rodgers, George (Buckey) Harris (coach), Walley Reid, Rae Monteith and Jimmy Anderson.

Front Row—Jack Latter, Jimmy Coffey, Dick Milan (manager), Steve Chutha, Wilf Saunders.



GIRLS' DIVISION WINNERS (Above)

Back Row—Ernie Wall (manager), Stephanie Senkiw (l.f.), Dorreen Bowling (p.), Ann Fast (l. s.s.), Marg. Magnusson (2 b.), Lena Kochinsky (1 b.), Mary Hepner (r.f.), Ted Black (coach).

Front Row—Helen Wacko (r.f.), Gert Ross (2 s.s.), Ethel Newmark (captain), Dot Martin (1 s.s. and p.), Frances Rodgers (3 b.).

Inset—Vivian Legacy (c.).

Missing From Picture—Dot Chisnell (c.f.), Grace Atkins (r.f.), Marion Stapinsky (2 s.s.).

Looking Backward . . .

Eaton Softballers, A.D. 1923

Back Row—Yep, that slim youth is Donald McKellar! Olive Recues, Dick Blaydon (now Paramount Pictures, Hollywood), Olive Thorlakson, Mr. Whitley, Annie Hollonquist (Mrs. J. Wright, of Chicago), Harry Whitfield (retired).

Centre Row—Millie Boorman (Mrs. W. Duthie), Annie Murray, Lily Fox (Mrs. Malefant, 161 department), Vic Tweedlie, Nellie Birnie.

Front Row—Chrissie Tennant (Mrs. Reg. Jarvis), Frances Chopiak (Mrs. Arthur Bailey).



ELKS - ROYALS - BOMBERS

Take Fastball Crowns

This year we have some new champions in all three divisions in the Eaton Fastball League. Elks won the men's A division and are also store champs; Royals won the girls' division, and the Bombers won the men's B division.

In the girls' division the Royals took top place away from the Pats, who have been champs for two years running.

In the final game the Royals were in very good form; they had lots of team work and also some very outstanding players such as Dot Chisnell, centre fielder, who seemed to be everywhere; Marg Magnusson and Doreen Bowling, Lena Kochinsky and Ethel Newmark. We say hats off to their coach, Ted Black, and their manager, Ernie Wall.

It was a grand series which brought an end to a swell season, and a championship to a grand bunch of girls!

After a great series, the Elks came out on top of their division, three games to one, to take the crown. Play was close in three games when better pitching strength seemed to be the deciding factor, Murray and Schuster being the tops in their craft.

Decots provided a lot of fielding ability and were in there all through, but could not put their hits together to count runs, and so they fell by the wayside.

Bombers and Pirates staged a ding-dong battle that included one tie game. The series went

the limit of five games and Bombers finally took the measure of their opponents. There was not much to choose between these clubs—they played the game hard and well and left nothing to be desired.

To the champs we offer congratulations, and to the losers better luck next year!

In November Contacts we will present the all-star selection for the season.

Keystone Comments

Several exhibition games have been played by some of our clubs and to date we have not received the scores. Please let us have them for the next issue of Contacts.

Your editor wishes to congratulate these all-stars. It just goes to show that whether or not you are on a winning club, you are being watched and your efforts are rewarded.

A playoff staged between Elks and Bombers went the full three games, Elks coming out on top, two games to one.

The executive wishes to thank all those people who in any way assisted in the smooth running of the league this season, and hopes they will return to favour us again next year.

Special thanks to Mr. A. P. Cameron, department 1752, for his first aid work; also to our umpires, who always work without a friend.

—Dorothy Chambers.

LATE NEWS BRIEFS

PRINTING PLANT PATTERN

By B. Goulet

Betty Kreutzer came in all smiles on August 31, and no wonder! She is wearing a lovely diamond on that "important finger." The lucky fellow is Eric Sotke of Moosehorn, Man.

We are glad to see Mrs. Green back in the lunch room after having been away eight weeks with a fractured wrist.

PAINT SHOP NEWS

Congratulations are in order for Walter and Mrs. Alexander. A 9-lb. 8-oz. baby boy arrived on September 4 and is the pride and joy of Mom and Pop!

Lillian Anderson left the department on Saturday, September 11 to be married and will reside in Edmonton. She was presented with a torchiere from her associates. Best wishes for a happy future, Lillian.

Bill Falls returned from his 25th anniversary holiday spent in California, where he met the one and only "Nifty" Young and Claude Olson. Both well-known Eatonians now retired and enjoying the "salt sea breezes." On his way back Bill visited Jack McCallum, another retired Eatonian, in Vancouver.

The "Great Nifty" lives in Long Beach, loves deep sea fishing and golf. Not bad for three score years and ten and then some!

Elevators' Ups and Downs

Freida Bowes became the bride of William Flock on August 28. The girls presented Freida with a picture as a token of remembrance.

This month we would like to welcome three new girls—Rose Day, Elsie Guenther and Doris Line. We hope your service with us will be happy, girls!

Doreen Stobie left us to be married September 18. The girls presented her with a gift and their best wishes.

Phyllis Clibbery underwent an operation recently. Best wishes for a speedy recovery. Hope you will soon be back with us!

Myrtle Thingstad left us to join her husband at Sarnia, Ont. Good luck and best wishes!

* * *

Our hearty congratulations to Mr. William Holt (despatch), who celebrated his thirtieth anniversary of service with the Company on September 17.

Johnny Moore (despatch routing) is back after his long quarter-century holidays. Johnny travelled through Canada and the United States, spending some time in California visiting his sister.



Bowling News

By Bill Hogg



The Mixed Five-Pin Bowling League got away to a rousing start on Tuesday, September 7. Several of the regular members flashed mid-season form and many of the new-comers also got away to good starts.

The Greenettes of the first division led the way in shooting a big 3,166 total. Dave Goertzen was top man contributing a fine 815 count. Lil Brown was in good form to record a nice 788 night. Jack Merrett turned in the high single game mark of 340.

Division 1. Greenettes and Kentiles are setting the early pace with five wins each and the Winsomes and Strollers are right behind with four credit marks.

Siggy Sigvalason, 781, had a great night, followed by Jack Wood, 715, Bill Liver, 696, Geo. Bennett, 685 (279), R. Leveque, 673 (304), Bill Stewart, 665, Bill Adams, 659, J. Davis, 658, and Bud Wold, 654.

Grace Irwin has been right down the middle rolling scores of 609 and 672. Noreen Sigvaldson did well with 669 (308) as did Lil Bennett, 651, Winnie Leach, Mary Bodrug, E. Mitchell, Vera McCaw and Mary Matthews.

Division 2. With only one night's play reported in second division, the Scotties led by virtue of their sweep on the opening night over the Sport Togs. Pushovers, Maybees, Capitols and Drivers all gained two wins to get away on the right foot. Scoring was rather low for this division as Agnes Hughes was the only one to top the 650 mark. Gladys Morris only managed a 637 total (you're slipping, Gladys). Jack Donett with 627 was top man. Next best were Tommy Scott, 625, Ernie Wall, 623, and Ray Morrison, 610. Lorne Jackson had the top single game of 266.

Division 3. The Fuzzies took a commanding lead right from the opening gong by sweeping both series rolled so far. Sevens-Up, Eagles and Adjusters scramble for second spot two games behind the undefeated leaders.

Morris King led the scoring parade with a nice 711 performance. Reg King, 660 (309), and Les Povey, 616, were the next best on the list.

Bessie Valentine's 670 was tops in the girls' division. Dot Martin, 644, M. Kurz, 611 (304), and Julie Protosky, 605, all did nicely.

Division 4. The Nomads won their first six games to lead the division away from the wire. The Selects are in second spot with just one defeat marked up against them. The Crackers, Monarchs and Majors are making a race of it for third spot with four wins each.

Bill McAlpine ran up two good nights' scores posting totals of 700 and 630. Jack Merrett had a big 756 score including a lovely single game of 340. Dave McFetridge rolled steadily with games of 617 and 621 to his credit. W. Robertson, 632, Frank Swonnell, 607, and Geo. Niven, 619, were the next best.

June Desbrisay, 637, was the only girl to top 600.

Division 5. The race here looks like a very close affair. In their recent set-to the Hawks outscored the Alley Bys by a mere two pins but still dropped two games to them. The Red Hots and the Wiser Ones also had a very close series with only 30 pins difference in their totals. Red Hots eked out two wins.

Comets have won four games to hold down second spot behind the leading Split Atoms.

Jim Reid started the season well with a nice 678 total closely followed by Gord Campbell, 671 and 605. Ted Davis racked up a good 617 score and Blaine Buckboro, Percy Cook and Merv McKenzie were all in there trying. A 669 total by B. Greenwood, including a 270 single was the best ladies' mark. Lorna Wood, B. Davis, Ann Ellis and Fran Polonski all had good nights.

Division 6. Rip Saws and Dust Pans both scored sweeps on the opening night. Their four victories leave them tied for the leadership.

Mel Jenkins, 697 (311), and Gord Nelson, 686 (261), were in great shape. Jim Thorpe was steady with 609 and 585 efforts. Joe Green, N. Locke, Joe Chettle and Stan Olson were also on their marks.

Ruth Evans kept the wobbly Tryhards in the running with a good 601 (254) count. F. Allison, Agnes Brown and G. Hedges had some nice games.

Division 7. The Peppy Pals and Five Spots went out into an early lead just losing one game in six.

Herb Headon started right in where he left off last season scoring a lovely 690 total. A. Farquhar was next best with 639 including a brilliant single game of 327. Roy Newell chalked up a good 621 count.

Marg Beer was top in the feminine section with 615 followed by P. Stalker, 568 (267), and Peggy McCance, 561.

Division 8. The Vikings look like the pick of the division, sweeping to six wins in the first two nights of play. Eureka's and Westerners are in second spot, two games behind the high-flying leaders. The humble Zippers have yet to win a game.

Harvie Sheidow, with 637 (285) to his credit tops the men in the scoring parade. Jim Carson was right behind with 621, followed by Bill Steed and Tom McFetridge.

Division 9. The Meteors slipped away from the gang to take an early lead. Admirals managed to hold pace for the first week, but faltered in the second. The rest of the teams are closing up, except for the lowly Rubby Dubs, who have only won one.

Earl McGregor has been the pick of the bowlers in the scoring division with totals of 628 and 512 marked up. Harold Rodgers rolled steadily, recording totals of 547 and 574. Tom Byachek was also in good form, scoring 634 and 553. Other good scores were turned in by John Stevenson, Tom Bennett, John Lemon and Steve Monchuk.

Emma Keller started nicely to top the ladies with 589, followed by Eileen Hoski, 586, and M. Barker, 512.



BASEMENT STORE

The grocery packing department offer their very good wishes to Mrs. Mary Saunders, who recently underwent an operation in St. Boniface hospital. Best of luck, and come back soon, Mrs. Saunders!



Klassen—Braschuk

Mr. and Mrs. Jack Klassen are pictured, following their wedding, which was on July 24 at Blessed Virgin Mary Church. The bride was the former Leona Braschuk (pop counter, basement). To celebrate the occasion, Lee was presented with blankets and linen from her fellow employees and a case of flatware from the department. Our sincere best wishes for your happiness!

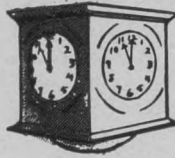
* * *

What a perfect way to end a week-end! Margaret Rocalski (basement luncheonette) came to work all smiles, no brighter than the diamond on that all-important finger. Best wishes from us all, Margaret.

Best wishes to Les Povey (basement meat department) and Pat Sturk, who were married on August 28 at Young United Church. A presentation of a lovely trilight lamp and coffee table was made to Les.

Our sincere congratulations to Alf Jarvis (basement meats), who was married on September 11 at Gladstone, Man. Alf was presented with a beautiful table lamp from his fellow workers to mark the occasion.

MAIN FLOOR



A luncheon was held at Moore's in honour of Betty Hill (brush counter), who has left the department to be married. Betty's associates held the luncheon and Bella Wood (section head) made a presentation of a beautiful Barbolaware vase. On August 29 Mr. W. McKerchar (first assistant) made a presentation on behalf of the department to Betty Hill and Verna Slimmons. Verna was married on September 4. The staff gave a set of California dishes to Verna, and to Betty a pair of boudoir lamps.

Best wishes for your future happiness, girls!

We are sorry to hear Mr. W. Brydon has been ill while on holidays. Kindest regards from all in 212 department, and particularly from the boys in the dispensary. Hope to see you back soon, Mr. Brydon.

We extend our deepest sympathy to Miss Alice Barber (circulating library) in the loss of her father, who passed away August 20.

Miss Joyce Gibbons and Miss Bernice Bowman (greeting cards) left us on September 4 for that popular reason, matrimony. Several "do's" were held for them.

All our holiday crowd is back from north, south, east and west looking bronzed and rested. Some have great tales to tell, and some have fish stories.

The bowlers were all out in force on September 7, but so far all we can hear is "groan!"

We have talked for a long time about a get-together. How about it, boys and girls?

* * *

SECOND FLOOR

Miss Anne Curtis (shoe repairs) was married to Mr. John Roseveare on September 4 at Kenton, Man.

Brides From the Dress Goods Department

Miss Shirley Hayden, a very popular member of the dress goods staff, left on Wednesday, September 1, to be married. The girls had her desk very gaily decorated, and a presentation of a white chenille spread was made by Mr. P. Odell in the absence of Mr. L. O. Vincent. Miss Hayden's marriage to Mr. Lawrence Helmer took place September 8 in St. Margaret's Anglican Church. All the members of the staff join in wishing you every success and happiness, Shirley.

* * *

Miss Marjorie Milton of the dress goods office left on Saturday, September 4, to become the bride of Arthur David Adams.

The wedding took place on September 15 at 7:30 p.m. in St. Alban's Anglican Church.

On the morn of her departure a presentation of stainless steel kitchenware was made to Marge by Mr. P. E. Odell, head of department.

Department 233 lost a very popular gal, but with her go loads of good wishes for a very happy married life.

THIRD FLOOR

Meat Department News

Bob Hume left the staff recently to take up a position with the Dominion Government. Friends in the department presented him with a shirt and tie as a farewell gift.

Alice Kelly was presented with a lapel pin and ear-rings from friends in the department when she left the staff.

We are pleased to report that Joe Cook came through his operation successfully. We wish you a speedy recovery, Joe.

Our best wishes to Nettie Andrews (cooked meats) who went home to Rossburn for the Labor Day week-end and came back sporting a lovely diamond. The lucky man is Jim Smith of Rossburn, Man.

A "hurry and get well" message from the department to Mr. A. Taylor, Mr. D. Down, Mr. R. McBean and Mr. Joe Cook who are away through sickness.

Mrs. Ted Hiscox (nee Violet Rainville) entertained the girls of the department at her home on Tuesday, September 14. The lunch was excellent, Vi, and we all had a wonderful evening.

CASH OFFICE

By Joan Eldred

Mabel Leach left our department on August 25 and was married September 8 to Robert McPetridge at Norwood United Church. Her gift from the department was linen. Best of luck, Mabel and Robert!

We are very sorry to report that Bea Stephenson has been on the sick list. Latest information received tells us she is well on the road to good health again and hopes to be back at work soon.

Another member of our staff, Doreen Lamb, had an operation recently. Reports are that she is doing very well. We are all looking forward to having you back with us again, Doreen.

Surprise, surprise! Ruby Hives became engaged to Bill Bagot on August 17. We all join in wishing you and Bill our very best for the future, Ruby!

Best wishes to our two brides, Shirley Martin and Elaine Watt (D.A. office), who have left the department to be married.

Shirley left on August 27 and was presented with a lovely pair of bedroom lamps by Mr. R. M. Clark, first assistant, on behalf of the department. Shirley was married at St. Philip's Anglican Church on August 28 to Mr. Frederick Scanes.

Elaine was presented with a pair of wool blankets and bedding. Mr. Clark again did the honours. Her marriage to Mr. Geo. Mitchell was an event of August. The couple left for a honeymoon in Vancouver.

* * *

FOURTH FLOOR

A shower was held on Tuesday, September 7, for Miss Peggy Williams (sportswear) bride-elect of September 18, at Miss D. Carr's home. Miss J. McIntosh was assistant hostess.

Honouring Mrs. M. Camppling, the women's dresses staff held a dinner at the Homestead on Thursday evening, September 9. Mrs. Camp-

Forty-two

ling, who has left to reside at the west coast, was presented with a Kodak and a gardenia corsage by Mr. John Ferguson, supervisor.

* * *

FIFTH FLOOR

Once again old Dan Cupid is playing tricks on our young folks' hearts. This time the happy engaged couple are Audrey Young of the juvenile department, and Tom Patrick. Congratulations, kids—and what a very pretty sparkler!

Our very best wishes for a speedy recovery to Edith Carruthers, juvenile department, who has been away ill for the past few weeks. Hope to see you back soon, Edith!

* * *

SIXTH FLOOR

The paints, wallpapers and pictures staff, sixth floor, wish to offer their deepest sympathy to Mr. N. Forbes in the loss of his sister, Mrs. G. G. Baeker, Fort Frances, Ont.

GENERAL OFFICE NEWS

By R. Peterson

We are very sorry to report Wylla Jenkins had an unfortunate accident which resulted in a broken arm. Here's wishing you a speedy recovery, Wylla.

Three of our gals left the staff recently. They are Joan Panting, Betty Murray and Muriel Finn. Joan and Betty received nylons and Muriel a handbag.

We extend sincere sympathy to Jean Shields on the loss of her brother.

* * *

SEVENTH FLOOR

Miss Doreen Currie, formerly of the electricals, was married to Mr. Leo Dagleman on September 11. The staff held a luncheon for her at Moore's restaurant, during which she was presented with a pair of blankets. A table lamp and floor lamp were also gifts of the department.

A set of travelling bags was presented to Miss Mavis McCulloch, who has left to make her home in Vancouver.

* * *

EIGHTH FLOOR

Telephones

Miss Connie Plaster, Miss E. Cosgrove and Miss Phyllis Perry recently left the telephone switchboard staff to reside in Regina, Calgary and Vancouver, respectively.

Mrs. M. Frederickson (drugs order board) is the proud grandmother of twins. The telephone staff offer her their heartiest congratulations.

Wedding Bells for May George

The city advertising staff lost a valuable member of their department when May George left the Company after completing twenty-five years of service.

Following a trip through Canada and the United States, Miss George will be married to Mr. William Armstrong on September 29. They will reside in Dryden, Ont.

The city ad. staff honoured her with a parting gift of linen and bedding.

Our best wishes for a happy future, May and Bill!

Seen and Heard in the Mail Order

By Miss W. Bailes
Department 52 (basement)

We wish to extend our congratulations to Glyn Morris, who became the proud father of Glenys Elizabeth on August 9. Mrs. Morris is the former Evelyn Bailey of 52 department.

Congratulations also to Mr. Gordon Forster on the completion of his twenty-five years with the Company on August 23. The department helped him to celebrate this anniversary on August 30 by decorating his desk and presenting him with a dinner set. The presentation was made by Mr. V. Dancer, head of department. Mrs. Forster received a lovely bouquet of flowers.

A Wonderful Picnic For 113-122 Departments

By G. Burton



Approximately 400 people of 113 and 122 turned out to enjoy a glorious afternoon at the "Hay Meadow" Assiniboine Park, Saturday, September 11. Everything that goes to make a picnic "something to remember," was the order of the day. Lots of eats, lots of fun and snappy races for all with appropriate prizes, made the day a happy one.

Old Sol was in full glory making it an ideal afternoon for full enjoyment. The fun started with the races, and practically everybody participated and really had a good time. Then eats, after which baseball was played by two picked teams.

The men's "tug-o-war" was one of the feature events being won by the men of the shipping floor.

It was also a big day for the grandfathers who had brought their grandchildren.

By J. Fowler

On August 30 Elsie Stedman left department 38 to reside in Calgary; her husband having been transferred to that city some time ago. On behalf of the staff, Mr. K. M. Sutherland presented Elsie with a Doulton figurine. A letter from Mr. H. E. McGregor, head of department 38, was received by Elsie thanking her for her services and a job well done. We're going to miss you, Elsie, and we wish you the best of luck in your new home.



Best wishes to Margaret Roberts who was married on September 4 at Greenwood United Church to Tommy Clear of the stove department.

Margaret left the staff on August 28. Before leaving, Margaret was presented with a breakfast set from the department and a chenille spread. The girls of the department gave her a coffee table.

Two gals from the department with certain finger sparklers are Pat Findlay and Marie Plouffe. Best wishes, gals!

By J. Dougall



Our budding romance blossomed when Lillian Dinney (W67-68) returned from her vacation with a lovely diamond ring. The lucky man is Bert Fright of 122 department. Best wishes to the newly engaged couple from all their friends on the fifth floor.

The fifth floor bowling league was off to a good start on Saturday, September 18. Everyone attended the opening with a big smile and some with a big score.

By F. Paget and W. J. Johnston

It was the evening of September 9 and our Mr. Peter Sytchuk was very ambitious. He visited his parents, and, spying a cord of wood in the back yard, Peter started to split the logs. His ambitions as a wood-cutter were short-lived for Peter mistook his leg for a log and split the leg instead.

Sorry to hear about your accident, Peter, and hope you'll be back soon.



By Miss M. Pariseau and Mr. J. Johnston



Departments 10, 11 and 46: Another bride in departments 10, 11 and 46. Rhoda Thom left our midst on August 24 to become the bride of Mr. Jack Burrows. On leaving, Rhoda was the recipient of silverware and kitchenware, as well as many other gifts. Best wishes, Rhoda!

A presentation of a lovely handbag was made by Mr. D. Oliphant to Elsie Burdenyk when she left the Company because of illness at home.

From all reports, that corn roast held at Charleswood curling rink by departments 10, 11 and 46 was an outstanding event of the year. About fifty attended, and among the favorite pastimes indulged in were dancing and eating. By the way, Mary, they had some corn left over. Would you care to have it?

By Miss J. McKendrick

Department 9: Congratulations are in order for Verna Sudeyko of department 9, who arrived at work the other day with a beautiful ring on that all-important finger. The lucky man is Earl Price.

The staff of department 9 held a surprise party at the home of Ernie Allen in honour of Mr. M. (Mac) McKenzie, who was married on August 28 to Alison Moffatt. "Mac" was presented with towels and linen and a beautiful corsage of fresh vegetables and flowers.

CONTACTS

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Editor: W. E. C. HURLBURT
City Advertising



Dear Eatonians:

Due to last-minute rush of copy and space limitations, a number of your very welcome items had to be held over. These will appear in the next issue. Regretfully . . . "Ye Ed."

Our sympathy goes out to Mr. W. R. Harris, head of department, on the passing of his only brother at Port Elizabeth, South Africa.

Our best wishes to Mary Murray (113 department) (see brides, page 33), who left the department on August 14 to become the bride of Ken Aikman. Ken is also an Eatonian, formerly with 113 department, now in 161. The wedding took place on August 21. Before leaving the staff, Mary was presented with a chenille bedspread and a pair of blankets. The girls of the department held a shower for Mary, when she was presented with a dinner set.

"Mac" McKenzie (9 department) left the ranks of the "eligibles" and became a happily married man on August 28. The wedding took place at John Black Memorial Church. The lovely bride was Alison Moffat.

"Mac" is a popular member of the department and is the son of Mr. Fred McKenzie, head of department, toys and wheel goods.

The staff gathered for a presentation to "Mac," and Mr. W. R. Harris did the honours. The gifts were a lovely lamp and smartly designed ash tray stand. The good wishes of the department for a happily married life went with the gifts. "Mac" was a member of the R.C.A.F. in which service he spent time in Europe and Burma.

The couple left on a wedding trip to the Pacific coast.

"Mac" McKenzie Weds Alison Moffat



MAIL ORDER CASH CAGE

By B. Stevens

Best wishes to Ken Aikman who was married August 21 to Mary Murray of 113. On behalf of the department, Mr. J. Blythe presented Ken with a mantel clock and the girls of the C.O.D.'s gave him a silex.

Jean McLeod is on the sick list. We all wish her a speedy recovery and hope she will be back with us soon.

We are glad to welcome Clara Valvich back to the department following her recent illness.

Mrs. Dorothy (Bannister) Basler came to the department the other day to show us her wee son.

Best wishes to Bernadine Hetzel on her engagement to Stewart Lawrence. Good luck to you both.

By Miss J. Baynes and Mr. M. McDonald



Departments 17 and 18: Charlie Aldous has been going around lately with his chest out and a broad grin, the reason being Baby Sheila Jean, who arrived at the General Hospital on September 9. Congratulations to the proud parents and a warm welcome to the little daughter.

Everyone rejoiced with Dick Lemonton when the good news came through that his son, who was reported missing on an airplane flight in the N.W.T., was reported safe and sound.

The latest gossip in department 118 is that Len Moen and family are leaving shortly to take up permanent residence in the U.S.A. Good luck to you in your new home, folks!

Those challenges for Cas. Skelly's horseshoe games have been temporarily postponed, owing to the unfortunate fact that he is in the hospital. The latest reports are that he is doing fine, which we are all very glad to hear.

Lorne "The Slugger" Jackson has evidently been living up to his name, as he has been chosen on the "all-star" baseball team. Well done, Jackson, we are all proud of you!

At the time of writing this report, we hear that Pearl Mackelson is leaving on September 18 to be married. Good luck and best wishes to you from all of us!

We were sorry to hear of Helen Roomes's illness but trust she will be back with us soon.

Congratulations to Joyce Matthews (117) who recently came in with a lovely sparkler on her left hand. The lucky man's name is Johnny Baldock.

In Memoriam

MISS ALICE SWEENEY

It is with deep regret we report the death of Miss Alice Sweeney, a kindly, quiet-mannered Eatonian who passed away on Sunday, September 12. Miss Sweeney had been with the Company part time since 1919, and joined the self-serve staff in 1942 where she spent continuous service until her death.

Born in Melrose, New Brunswick, Miss Sweeney is survived by a brother in Edmonton.

MISS FLORENCE L. WHYARD

It is our sad duty to report the death of Miss Florence L. Whyard, well known and loved member of 116 department, who passed away on August 24. Her cheery personality and kindly deeds endeared her to all and she will be greatly missed by a legion of friends. Miss Whyard had been with the Company since 1927. She is survived by her father.

**To the following Eatonians who have recently lost someone dear
to them we offer our sincere sympathy**

In the Loss of a Mother

MISS O. ADAMS (sales audit)
MR. V. DANCER (china)
MISS M. MAGNUSSON (general office)
MRS. L. G. PHILLIPS (toys and wheel
goods)
MISS E. WALTON (linens and staples)

In the Loss of a Father

MISS A. BARBER (1005)
MRS. A. CUNNINGHAM (100G)
MR. T. M. ELLIOTT (general audit)
MR. W. GOULD (photographic workroom)
MISS M. MATHEWS (gloves and hosiery)
MISS M. SMITH (optical goods)
MISS A. TYMOCHEK (mail order copying)

In the Loss of a Sister


MR. N. FORBES (pictures, paints and wall-
paper, supervisor)
MRS. J. MCKINNON (women's shoes, mail
order)

In the Loss of a Brother

MISS D. BRADY (mail order packing)
MISS A. CURLEY (mailing list)
MISS F. GOLDIE (self-serve millinery)
MR. W. HARRIS (women's lingerie)
MISS T. JONASSON (mail order packing)
MRS. G. ROSS (post office)
MISS J. SHIELS (101)

IN THIS ISSUE:

	Page	Page
"I Enjoyed My Shopping at Eaton's!"	Cover	35th Anniversaries18, 19
.....Inside Front	Cover	"Better Service" Dinner Meeting.....20, 21
Greetings, Mr. and Mrs. R. S. McCordick, on Your 35th Wedding Anniversary.	1	Eaton's Trans-Canada Sale.....22, 23
Mr. G. M. Eaton Honoured.....	1	35th Anniversaries (continued).....24, 25
Refundable Savings Cheques.	2	Welcome to the Eaton Quarter-Century Club26-31
House of Longstaffe.....	2	Pacific Soundings32, 33
Joan Pickard Wins Grand Championship..	3	"And So They Were Married".....34, 35
How Eaton's Shops the World.....	4, 5	Ruth McAllister Honoured..... 36
Eaton Horses at Home.....	6, 7	Brandon and Dauphin Stores Enjoy Socials 37
Eaton's at the Canadian National Exhibition	8-12	Elks, Royals and Bombers Take Fastball Crowns38, 39
Protect Your Baby.	13	Bowling News 40
Carpets Stage Stag Party.....	13	Around the Store News.....41, 42
Tot-to-Teener Fashion Show.....	14, 15	Seen and Heard in the Mail Order.....43, 44
Joseph Ward Completes 2,080 Weeks With Eaton's!.....	16	In Memoriam.....Inside Back Cover
40th Anniversary For Foster Johnson!.....	17	



Eatonians:

First of all, thank you for enabling me to join your family circle for a moment or two and to convey greetings to a group of citizens whose record of support of worthy efforts, in a practical way, is unexcelled.

We have a real challenge in the Community Chest Campaign.

Twenty-eight Red Feather Agencies in Greater Winnipeg, each with its own directing Board of citizens, appeal through the Chest for the funds necessary to carry out their programme of human welfare in this area.

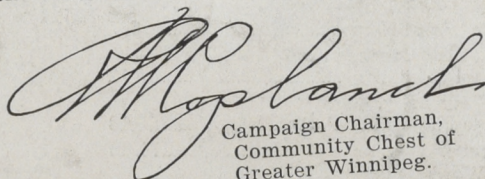
We succeed or fail by our own efforts because the money is raised here and spent here.

Since the financing of the recent World War, many of us are unmoved by the mention of a few hundred thousand dollars. I suggest you visit one of the Agencies and then multiply what you have seen many times. You will find the Chest objective easier to understand.

Certainly we have an alternative. Legend has it, I believe, that the Eskimos at one time sealed up their aged in an igloo and left them to die. An ancient race had a series of cliffs over which parents were permitted to throw their unwanted children. Our citizens undoubtedly prefer to accept the responsibility of caring for our less fortunate neighbours. Since we, in our personal capacities, cannot do this, we are prepared to pay the costs of our Agencies.

And now good health and good fortune to all of you. In due course television will bring to your homes the actual picture of the good your support makes possible. Until that time comes, give as though your life depended on it - some other person's future does.

Faithfully yours,



Campaign Chairman,
Community Chest of
Greater Winnipeg.